

Rework Change The Way You Work Forever Ganlanore

Describes how individuals can become successful leaders through passion and connection with an interested group, and provides real-life case studies that illustrate this method.

Laura Huang, a preeminent Harvard Business School professor, shows that success is about gaining an edge: that elusive quality that gives you an upper hand and attracts attention and support. Some people seem to naturally have it. Now, Huang teaches the rest of us how to create our own from the challenges and biases we think hold us back, and turning them to work in our favor. How do you find a competitive edge when the obstacles feel insurmountable? How do you get people to take you seriously when they're predisposed not to, and perhaps have already written you off? Laura Huang has come up against that problem many times--and so has anyone who's ever felt out of place or underestimated. Many of us sit back quietly, hoping that our hard work and effort will speak for itself. Or we try to force ourselves into the mold of who we think is "successful," stifling the creativity and charm that makes us unique and memorable. In *Edge*, Huang offers a different approach. She argues that success is rarely just about the quality of our ideas,

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credentials, and skills, or our effort. Instead, achieving success hinges on how well we shape others' perceptions--of our strengths, certainly, but also our flaws. It's about creating our own edge by confronting the factors that seem like shortcomings and turning them into assets that make others take notice. Huang draws from her award-winning research on entrepreneurial intuition, persuasion, and implicit decision-making, to impart her profound findings and share stories of previously-overlooked Olympians, assistants-turned-executives, and flailing companies that made momentous turnarounds. Through her deeply-researched framework, Huang shows how we can turn weaknesses into strengths and create an edge in any situation. She explains how an entrepreneur scored a massive investment despite initially being disparaged for his foreign accent, and how a first-time political candidate overcame voters' doubts about his physical disabilities. Edge shows that success is about knowing who you are and using that knowledge unapologetically and strategically. This book will teach you how to find your unique edge and keep it sharp.

The author has created 30 easy-to-follow lessons on the basic metaphysical arts. Instructions for reading an aura, seeing the etheric, traveling in the astral plane, developing your psychic senses, and much more.

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

Media guru and Emmy Award-winning correspondent Bill McGowan—coach to some of the biggest names in business and entertainment, including Eli Manning, Kelly Clarkson, Jack Welch, Thomas Keller and Kenneth Cole teaches you how to get your message across and get what you want with pitch perfect communication. He is also a trusted advisor in the C-suites of tech companies like, Facebook, Spotify, AirBnB, Dropbox and Salesforce.com. Saying the right thing the right way can make the difference between sealing the deal or losing the account, getting a promotion, or getting a pink slip. It's essential to be pitch perfect—to get the right message across to the right person at the right time. In Pitch Perfect, Bill McGowan shows you how to craft the right message and deliver it using the right language—both verbal and nonverbal. Pitch Perfect teaches you how to overcome common communication pitfalls using McGowan's simple Principles of Persuasion, which are highly effective and easy to learn, implement, and master. With Pitch

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Perfect you can harness the power of persuasion and have people not only listening closely to your every word but also remembering you long after you've left the room.

The 20th anniversary edition of a self-help classic, updated with a new preface: Tapping into widespread popular interest in highly effective, short-term therapeutic approaches to personal problems, author Bill O'Hanlon offers 10 Solution Keys to help you free yourself from "analysis paralysis" and quickly get unstuck from aggravating problems. "If you do one thing different, read this book! It is filled with practical, creative, effective, down-to-earth solutions to life's challenging problems."—Michele Weiner-Davis, author of *Divorce Busting* Tired of feeling stuck all the time when you're trying to solve a problem or are facing conflict? Do you get easily flustered or angry when a negative confrontation arises? Have you ever wished you could communicate more easily with your spouse, kids, colleagues, or anyone else you have a difference in opinion with? In this newly updated edition of *Do One Thing Different*, Bill O'Hanlon will arm you with his ten easy Solution Keys so that you can move quickly from "stuck" to "smooth sailing" in all aspects of your life. Humorous, direct, and—most important of all—effective, these keys will help you change how you view and "do" your problems—from difficult relationships to enhancing sexuality and resolving

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conflicts of all kinds. The next time you have a problem, try one of these Solution Keys: Break Problem Patterns: Change any one of what you usually do in the problem situation by doing one thing different! Example: If you usually get angry and defensive, sit quietly and listen. Find and Use Solution Patterns: Import solutions from other situations where you felt competent. Examples: What do you know on the golf course that you forget when you get behind the wheel of your car? What do you say to resolve a problem with an angry customer that you don't say to your angry partner? Shift Your Attention: Focus on what you would like to have happen rather than on what is happening. Grounded in therapeutic practice, Do One Thing Different will put you back in control of your emotions and your life.

“This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work.”

—Seth Godin, author of *This is Marketing* “This book is a breath of fresh air. Read it now, and make sure your boss does too.” —Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg When fast-scaling startups and global organizations get stuck, they call Aaron Dignan. In this book, he reveals his proven approach for eliminating red tape, dissolving bureaucracy, and doing the best work of your life.

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He's found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more. Is there any hope for a solution? Haven't countless business gurus promised the answer, yet changed almost nothing about the way we work? That's because we fail to recognize that organizations aren't machines to be predicted and controlled. They're complex human systems full of potential waiting to be released. Dignan says you can't fix a team, department, or organization by tinkering around the edges. Over the years, he has helped his clients completely reinvent their operating systems—the fundamental principles and practices that shape their culture—with extraordinary success. Imagine a bank that abandoned traditional budgeting, only to outperform its competition for decades. An appliance manufacturer that divided itself into 2,000 autonomous teams, resulting not in chaos but rapid growth. A healthcare provider with an HQ of just 50 people supporting over 14,000 people in the field—that is named the “best place to work” year after year. And even a team that saved \$3 million per year by cancelling one monthly meeting. Their stories may sound improbable, but in *Brave New Work* you'll learn exactly how they and other organizations are inventing a smarter,

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healthier, and more effective way to work. Not through top down mandates, but through a groundswell of autonomy, trust, and transparency. Whether you lead a team of ten or ten thousand, improving your operating system is the single most powerful thing you can do. The only question is, are you ready?

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

The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset “Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates, *GatesNotes* After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper,

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truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

It is time for a new conversation. Amid the biggest economic transformation in a century, the challenge of our time is to make sure that all Americans benefit from the wave of digital revolutions around the world that have permeated and upended modern life. Yet today's economic arguments seem stuck. We need a new vision of a hopeful future and a new action agenda. So many Americans are uncertain about the future. How can there be so many paths to opportunity with so few people traveling them? As a nation, we have to understand what is required to help Americans succeed now, and how to prepare our country for what comes next. We have been here before. A hundred years ago, America experienced the greatest economic transformation and technological revolution in its history. The transformation of the past twenty years—as the world has moved through the information era into the digital age—has turned our life and work upside down once again. It is a time of tremendous change but also of tremendous possibility. Rework America is a group of American leaders who know from experience the challenges we face—and the potential solutions. In America's Moment they suggest a practical agenda for an exciting future. It is illustrated by people who are already showing the way and includes actions Americans can take today in their own communities: preparing people to succeed, using the reach of the Internet and data to innovate jobs and to reach new markets all over the world, using technology to match employers and workers, and transitioning to a "no-collar" working world—neither blue collar nor white collar. Set against the history of how Americans succeeded once before in

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remaking their country, America's Moment is about the future. It describes how the same forces of change—technology and a networked world—can become tools that can open opportunity to everyone.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. *ReWork* (2010) is a new business guidebook which aims to shake things up and throw your old-school manual out the window. Literally re-working the traditional concept of what it takes to run a business, *ReWork* is a collection of unorthodox advice based on the authors' own unconventional experience with building, running, and growing a startup. By exploring innovative ways to tackle product development, communication, and marketing, *ReWork* challenges everything you thought you knew about running a business. Traditional meetings are a weapon of mass interruption. Long live the Modern Meeting! The average American office worker spends eleven hours in meetings every week. Yet all that time sitting around a conference table hasn't made us more productive. If anything, meetings have made work worse. Traditional meetings reduce efficiency, kill urgency, and breed compromise and complacency. Worst of all, our dysfunctional meeting culture changes how we focus, what we focus on, and what decisions we make. But there is a solution, a way to have fewer, shorter, more purposeful meetings. It's called the Modern Meeting Standard. By following its eight simple but radical principles you may never have to attend a useless meeting again. *Read This Before Our Next Meeting* is the call to action you (and your boss) need.

PLEASE NOTE: This is a summary, analysis and review of the book and not the original book. Jason Fried and David Heinemeier Hansson offer frequently counter-intuitive yet insightful perspective on building a business in their book

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"Rework: Change the Way You Work Forever." This SUMOREADS Summary & Analysis offers supplementary material to "Rework" to help you distill the key takeaways, review the book's content, and further understand the writing style and overall themes from an editorial perspective. Whether you'd like to deepen your understanding, refresh your memory, or simply decide whether or not this book is for you, SUMOREADS Summary & Analysis is here to help. Absorb everything you need to know in under 20 minutes!

What does this SUMOREADS Summary & Analysis Include?

- An Executive Summary of the original book
- Editorial Review
- Key takeaways & analysis from each section
- Brief chapter-by-chapter summaries
- A short bio of the the authors
- Original Book Summary Overview

"Rework: Change the Way You Work Forever" is a huge departure from the conventional business book. Based on their very successful web-based business, the authors offer advice on getting a successful business off the ground. The book has been written as a series of short punchy essays, the type that can be read quickly over morning coffee. The insights are unconventional, some of the ideas are unorthodox, but for the aspiring businessman there is enthusiastic advice on getting the business launched with little risk and low cost. The book is very interesting, easy to read and written in every day language.

BEFORE YOU BUY: The purpose of this SUMOREADS Summary & Analysis is to help you decide if it's worth the time, money and effort reading the original book (if you haven't already). SUMOREADS has pulled out the essence-but only to help you ascertain the value of the book for yourself. This analysis is meant as a supplement to, and not a replacement for, "Rework."

The Change Book provides a practical collection of tips and advice for anyone dealing with or managing organizational change. You will learn about change management, how to

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plan for change, how to create a communication strategy, and more. While not a comprehensive guide to leading change, this concise book contains an array of useful insights for change managers and is a great resource for people new to the concept of change.

"Fitness, money, and wisdom--here are the tools. Over the last two years ... Tim Ferriss has collected the routines and tools of world-class performers around the globe. Now, the distilled notebook of tips and tricks that helped him double his income, flexibility, happiness, and more is available as Tools of Titans"--Page 4 of cover.

Celebrated scientists Nicholas Christakis and James Fowler explain the amazing power of social networks and our profound influence on one another's lives. Your colleague's husband's sister can make you fat, even if you don't know her. A happy neighbor has more impact on your happiness than a happy spouse. These startling revelations of how much we truly influence one another are revealed in the studies of Dr. Christakis and Fowler, which have repeatedly made front-page news nationwide. In *Connected*, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners. Intriguing and entertaining, *Connected* overturns the notion of the individual and provides a revolutionary paradigm--that social networks influence our ideas, emotions, health, relationships, behavior, politics, and much more. It will change the way we think about every aspect of our lives.

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 founders of the trailblazing software company 37signals, here is a different kind of business book - one

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that explores a new reality. Today, anyone can be in business. Tools that used to be out of reach are now easily accessible. Technology that cost thousands is now just a few pounds or even free. Stuff that was impossible just a few years ago is now simple. That means anyone can start a business. And you can do it without working miserable 80-hour weeks or depleting your life savings. You can start it on the side while your day job provides all the cash flow you need. Forget about business plans, meetings, office space - you don't need them. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs who want to get out, and artists who don't want to starve anymore will all find valuable inspiration and guidance in these pages. It's time to rework work. The reality of life is that in a highly competitive and materialistic world, we sometimes fail to experience true happiness, which could drive us to despair. In this bubble of extreme stress, many of us miss out on opportunities and positive experiences. We can blame fate and give excuses - but the fact is that the solution to revive ourselves is in our very own hands. This book, in a precise, insightful, direct yet distinct manner describes the fundamental skills needed to make you competent enough to face the challenges in life - boldly and fearlessly. It focuses on enjoying life to its fullest and in every aspect - by managing time, effort, money and energy. This book also aims at building confidence and strength to seize opportunities and minimize regrets.

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Skills explained here can help you achieve success, be more engaged at home and at work, and stay happy. These skills were used successfully by the author himself to overcome the difficult and challenging phases in his life.

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

A manager's guide to hiring the right employees introduces the practical and effective A Method for

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Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

Are you looking for a flexible way to earn more cash that fits in around your family? Have you always wanted to start your own business but aren't sure how? Do you dream of the freedom to set your own schedule and work from home? Jody Allen will show you how to make it happen. Jody, also known as the Stay at Home Mum, has been there and done it herself. She was made redundant while pregnant with her second child and, inspired by necessity, built a money-saving blog from her kitchen table that has grown to become Australia's biggest mothers' network. In this book, Jody explains everything she's learned to help other women get it right: from how to choose a smart business idea and where to start, to the best marketing strategies and digital tools to use, and much more. And it isn't all computer-based earning – Jody's advice covers offline money-making opportunities, too. Whether you want to bring in a little extra income on the side or build your own company from scratch, Earn at Home Mum will give you the knowledge and confidence to make the leap to earn at home.

Blogs are everywhere. They have exposed truths and spread rumors. Made and lost fortunes. Brought couples together and torn them apart. Toppled cabinet members and sparked grassroots movements. Immediate, intimate, and influential, they have put the power of personal publishing into everyone's hands. Regularly

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dismissed as trivial and ephemeral, they have proved that they are here to stay. In *Say Everything*, Scott Rosenberg chronicles blogging's unplanned rise and improbable triumph, tracing its impact on politics, business, the media, and our personal lives. He offers close-ups of innovators such as Blogger founder Evan Williams, investigative journalist Josh Marshall, exhibitionist diarist Justin Hall, software visionary Dave Winer, "mommyblogger" Heather Armstrong, and many others. These blogging pioneers were the first to face new dilemmas that have become common in the era of Google and Facebook, and their stories offer vital insights and warnings as we navigate the future. How much of our lives should we reveal on the Web? Is anonymity a boon or a curse? Which voices can we trust? What does authenticity look like on a stage where millions are fighting for attention, yet most only write for a handful? And what happens to our culture now that everyone can say everything? Before blogs, it was easy to believe that the Web would grow up to be a clickable TV—slick, passive, mass-market. Instead, blogging brought the Web's native character into focus—convivial, expressive, democratic. Far from being pajama-clad loners, bloggers have become the curators of our collective experience, testing out their ideas in front of a crowd and linking people in ways that broadcasts can't match. Blogs have created a new kind of public sphere—one in which we can think out loud together. And now that we have begun, Rosenberg writes, it is impossible to imagine us stopping. In his first book, *Dreaming in Code*, Scott Rosenberg brilliantly explored

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the art of creating software ("the first true successor to The Soul of a New Machine," wrote James Fallows in The Atlantic). In *Say Everything*, Rosenberg brings the same perceptive eye to the blogosphere, capturing as no one else has the birth of a new medium.

ReworkCurrency

'Most men are not fully alive' is the dramatic opening to Steve Biddulph's bestseller, *Manhood*, which has now been fully revised and updated in this 2015 edition. Exploring two critical social issues: how to establish a healthy masculinity and how men can release themselves from suffocating and outdated social moulds, Biddulph addresses the problems and possibilities confronting men in their daily lives. Women have found the book to be a profoundly moving and revealing read, while men acquire recognition and a sense of hope that life can be different. Topics include: - Your relationship with your father - Getting sex right - Being a true dad - Real male friends - Finding a job with heart This edition has been revised and updated to meet the needs of younger men, who are struggling with these issues in the twenty-first century. *Getting Real* details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the *Getting Real* process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Tada List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over

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500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

Going beyond the message of Lean In and The Confidence Code, Gannett's Chief Content Officer contends that to achieve parity in the office, women don't have to change—men do—and in this inclusive and realistic handbook, offers solutions to help professionals solve gender gap issues and achieve parity at work. Companies with more women in senior leadership perform better by virtually every financial measure, and women employees help boost creativity and can temper risky behavior—such as the financial gambles behind the 2008 economic collapse. Yet in the United States, ninety-five percent of Fortune 500 chief executives are men, and women hold only seventeen percent of seats on corporate boards. More men are reaching across the gender divide, genuinely trying to reinvent the culture and transform the way we work together. Despite these good intentions, fumbles, missteps, frustration, and misunderstanding continue to inflict real and lasting damage on women's careers. What can the Enron scandal teach us about the way men and women communicate professionally? How does brain circuitry help explain men's fear of women's emotions at work? Why did Kimberly Clark blindly have an all-male team of executives in charge of their Kotex tampon line? In *That's What She Said*, veteran media executive Joanne Lipman raises these intriguing questions and more to find workable solutions that individual managers, organizations, and policy makers can employ to make work more equitable and rewarding for all professionals. Filled with illuminating anecdotes, data from the most recent relevant studies, and stories from Lipman's own journey to the top of a male-dominated industry, *That's What She Said* is a book about

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success that persuasively shows why empowering women as true equals is an essential goal for us all—and offers a roadmap for getting there.

Argues that the "lean and mean" corporate model of workaholicism and downsizing is proving counterproductive, explaining how companies can implement downtime, promote flexibility, and foster creativity as part of realizing increased revenues. Reprint.

The true story for fans of the PBS Masterpiece series *Victoria*, this page-turning biography reveals the real woman behind the myth: a bold, glamorous, unbreakable queen—a Victoria for our times. Drawing on previously unpublished papers, this stunning portrait is a story of love and heartbreak, of devotion and grief, of strength and resilience. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES • ESQUIRE • THE CHICAGO PUBLIC LIBRARY “Victoria the Queen, Julia Baird’s exquisitely wrought and meticulously researched biography, brushes the dusty myth off this extraordinary monarch.”—The New York Times Book Review (Editor’s Choice) When Victoria was born, in 1819, the world was a very different place. Revolution would threaten many of Europe’s monarchies in the coming decades. In Britain, a generation of royals had indulged their whims at the public’s expense, and republican sentiment was growing. The Industrial Revolution was transforming the landscape, and the British Empire was commanding ever larger tracts of the globe. In a world where women were often powerless, during a century roiling with change, Victoria went on to rule the most powerful country on earth with a decisive hand. Fifth in line to the throne at the time of her birth, Victoria was an ordinary woman thrust into an extraordinary role. As a girl, she defied her mother’s meddling and an adviser’s bullying, forging an iron will of her own. As a teenage queen, she eagerly grasped the crown and relished the freedom it

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brought her. At twenty, she fell passionately in love with Prince Albert of Saxe-Coburg and Gotha, eventually giving birth to nine children. She loved sex and delighted in power. She was outspoken with her ministers, overstepping conventional boundaries and asserting her opinions. After the death of her adored Albert, she began a controversial, intimate relationship with her servant John Brown. She survived eight assassination attempts over the course of her lifetime. And as science, technology, and democracy were dramatically reshaping the world, Victoria was a symbol of steadfastness and security—queen of a quarter of the world's population at the height of the British Empire's reach. Drawing on sources that include fresh revelations about Victoria's relationship with John Brown, Julia Baird brings vividly to life the fascinating story of a woman who struggled with so many of the things we do today: balancing work and family, raising children, navigating marital strife, losing parents, combating anxiety and self-doubt, finding an identity, searching for meaning.

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX

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design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

The classic guide to working from home and why we should embrace a virtual office, from the bestselling authors of Rework “A paradigm-smashing, compulsively readable case for a radically remote workplace.”—Susan Cain, New York Times bestselling author of Quiet Does working from home—or anywhere else but the office—make sense? In Remote, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument. While providing a complete overview of remote work’s challenges, Jason and David persuasively argue that,

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

Analyzes the Salem Witch Trials to offer key insights into the role of women in its events while explaining how its tragedies became possible.

Throughout your life, you've had parents, coaches, teachers, friends, and mentors who have pushed you to be better than your excuses and bigger than your fears. What if the secret to having the confidence and courage to enrich your life and work is simply knowing how to push yourself? Using the science habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel Robbins will explain the power of a "push moment." Then, she'll give you one simple tool you can use to become your greatest self. It take just five seconds to use this tool, and

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every time you do, you'll be in great company. More than 8 million people have watched Mel's TEDx Talk, and executives inside of the world's largest brands are using the tool to increase productivity, collaboration, and engagement. In *The 5 Second Rule*, you'll discover it takes just five seconds to:

- Become confident
- Break the habit of procrastination and self-doubt
- Beat fear and uncertainty
- Stop worrying and feel happier
- Share your ideas with courage

The 5 Second Rule is a simple, one-size-fits-all solution for the one problem we all face—we hold ourselves back. The secret isn't knowing what to do—it's knowing how to make yourself do it. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

"Jason Fried and David Heinemeier Hansson, co-founders of software company 37signals, follow a simpler-is-better philosophy. This extends from writing software used in microblogging phenomenon Twitter - to building a business and managing a career. The company has a million users and a payroll of eight. Their point of difference is pared down simplicity: they make products that are shockingly easy to use. The advice contained in *ReWork* aimed at small businesses is equally no-nonsense and inspired: spend less money, hire fewer people, work fewer hours, have fewer meetings, and perhaps most surprisingly offer fewer features. Essentially do less than the competition. They focus on what really matters. Employees are fresh, energized and forced to avoid distractions. With short, to-the-point chapters, *ReWork* draws together what 37signals has learned in the trenches while building a hugely successful company that not only has loyal customers, it has raving fans. Inspirational, motivational and simple, *ReWork* will be the post-recession business book of the year."

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by

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outputs often fall into the "build trap," cranking out features to meet their schedule rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores:

- Why organizations ship features rather than cultivate the value those features represent
- How to set up a product organization that scales
- How product strategy connects a company's vision and economic outcomes back to the product activities
- How to identify and pursue the right opportunities for producing value through an iterative product framework
- How to build a culture focused on successful outcomes over outputs

A noted journalist chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint. 30,000 first printing.

In this fascinating book, Chris Abbott, a leading political analyst, takes a close look at 21 key speeches which have shaped the world today. He examines the power of the arguments embedded in these speeches to inspire people to achieve great things, or do great harm. Abbott draws upon his political expertise to explain how our current understanding of the world is rooted in pivotal moments of history. These moments are captured in the words of a range of influential speakers including: Emmeline Pankhurst, Martin Luther King, Jr, Enoch Powell, Napoleon Beazley, Kevin Rudd, Alexander Solzhenitsyn, Ronald Reagan, George W. Bush, Osama bin

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Laden, Margaret Beckett, Winston Churchill, Salvador Allende, Margaret Thatcher, Tony Blair, Tim Collins, Mohandas Gandhi, Dwight D. Eisenhower, Robin Cook and Barack Obama. The speeches in this book are arranged thematically, linked by concepts such as 'might is right', 'with us or against us' and 'give peace a chance'. Each transcript is accompanied by an insightful commentary that analyses how the words relate to our modern society. Fresh and relevant, this is a book that will make you stop in your tracks and think about what is really happening in the world today.

The Balanced Scorecard translates a company's vision and strategy into a coherent set of performance measures. The four perspectives of the scorecard--financial measures, customer knowledge, internal business processes, and learning and growth--offer a balance between short-term and long-term objectives, between outcomes desired and performance drivers of those outcomes, and between hard objective measures and softer, more subjective measures. In the first part, Kaplan and Norton provide the theoretical foundations for the Balanced Scorecard; in the second part, they describe the steps organizations must take to build their own Scorecards; and, finally, they discuss how the Balanced Scorecard can be used as a driver of change.

"Rework" shows you a better, faster, easier way to succeed in business. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you.

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