

Storynomics

P. T. Barnum, the great American showman of the 19th century, wrote this short book about making and keeping money. He certainly had life experiences that qualify him for the subject--he started a small newspaper in his twenties, bought and transformed a museum into a showplace for curiosities, built a circus empire that gave performances in America and Europe, promoted a performing tour of a singer, fell into debt in the 1850s and pulled himself out by lecture tours, was a mayor, and founded a hospital. Excerpts: "Those who really desire to attain an independence, have only to set their minds upon it, and adopt the proper means, as they do in regard to any other object which they wish to accomplish, and the thing is easily done. But however easy it may be found to make money, I have no doubt many of my hearers will agree it is the most difficult thing in the world to keep it. ... True economy consists in always making the income exceed the out-go." "Unless a man enters upon the vocation intended for him by nature, and best suited to his peculiar genius, he cannot succeed. I am glad to believe that the majority of persons do find their right vocation. Yet we see many who have mistaken their calling..." His advice is indicated by the chapter titles: DON'T MISTAKE YOUR VOCATION, SELECT THE RIGHT LOCATION, AVOID DEBT,

PERSEVERE, WHATEVER YOU DO, DO IT WITH ALL YOUR MIGHT, USE THE BEST TOOLS, DON'T GET ABOVE YOUR BUSINESS, LEARN SOMETHING USEFUL, LET HOPE PREDOMINATE, BUT BE NOT TOO VISIONARY, DO NOT SCATTER YOUR POWERS, BE SYSTEMATIC, READ THE NEWSPAPERS, BEWARE OF "OUTSIDE OPERATIONS", DON'T INDORSE WITHOUT SECURITY, ADVERTISE YOUR BUSINESS, "DON'T READ THE OTHER SIDE", BE POLITE AND KIND TO YOUR CUSTOMERS, BE CHARITABLE, DON'T BLAB, PRESERVE YOUR INTEGRITY.

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

What do Howard Hughes and 50 Cent have in common, and what do they tell us about Americans and our desires? Why did Sean Connery stop

wearing a toupee, and what does this tell us about American customers for any product? What one thing did the Beatles, Malcolm Gladwell and Nike all notice about Americans that helped them win us over? Which uniquely American traits may explain the plights of Krispy Kreme, Ford, and GM, and the risks faced by Starbuck's? Why, after every other plea failed, did "Click It or Ticket" get people to buy the idea of fastening their seat belts? To paraphrase Don Draper's character on the hit show Mad Men, "What do people want?" What is the new American psyche, and how do America's shrewdest marketers tap it? Drawing from dozens of disciplines, the internationally acclaimed marketing expert Harry Beckwith answers these questions with some surprising, even startling, truths and discoveries about what motivates us.

"The ideas in his book will help you see the world in a new way." -Bill Clinton "Mark Penn has a keen mind and a fascinating sense of what makes America tick, and you see it on every page of Microtrends." -Bill Gates In 1982, readers discovered Megatrends. In 2000, The Tipping Point entered the lexicon. Now, in Microtrends, one of the most respected and sought-after analysts in the world articulates a new way of understanding how we live. Mark Penn, the man who identified "Soccer Moms" as a crucial constituency in President Clinton's 1996 reelection campaign, is known for his ability to detect

relatively small patterns of behavior in our culture-microtrends that are wielding great influence on business, politics, and our personal lives. Only one percent of the public, or three million people, is enough to launch a business or social movement. Relying on some of the best data available, Penn identifies more than 70 microtrends in religion, leisure, politics, and family life that are changing the way we live. Among them: People are retiring but continuing to work. Teens are turning to knitting. Geeks are becoming the most sociable people around. Women are driving technology. Dads are older than ever and spending more time with their kids than in the past. You have to look at and interpret data to know what's going on, and that conventional wisdom is almost always wrong and outdated. The nation is no longer a melting pot. We are a collection of communities with many individual tastes and lifestyles. Those who recognize these emerging groups will prosper. Penn shows readers how to identify the microtrends that can transform a business enterprise, tip an election, spark a movement, or change your life. In today's world, small groups can have the biggest impact. "This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po

Bronson, #1 New York Times bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, *Valley of Genius* takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

NEW YORK TIMES BESTSELLER DEALING WITH

CHINA takes the reader behind closed doors to witness the creation and evolution and future of China's state-controlled capitalism. Hank Paulson has dealt with China unlike any other foreigner. As head of Goldman Sachs, Paulson had a pivotal role in opening up China to private enterprise. Then, as Treasury secretary, he created the Strategic Economic Dialogue with what is now the world's second-largest economy. He negotiated with China on needed economic reforms, while safeguarding the teetering U.S. financial system. Over his career, Paulson has worked with scores of top Chinese leaders, including Xi Jinping, China's most powerful man in decades. In DEALING WITH CHINA, Paulson draws on his unprecedented access to modern China's political and business elite, including its three most recent heads of state, to answer several key questions: How did China become an economic superpower so quickly? How does business really get done there? What are the best ways for Western business and political leaders to work with, compete with, and benefit from China? How can the U.S. negotiate with and influence China given its authoritarian rule, its massive environmental concerns, and its huge population's unrelenting demands for economic growth and security? Written in the same anecdote-rich, page-turning style as Paulson's bestselling memoir, *On the Brink*, DEALING WITH CHINA is certain to become

the classic and definitive examination of how to engage China's leaders as they build their economic superpower.

Based on the hottest, most in-demand seminar offered by the legendary story master Robert McKee -- STORYNOMICS translates the lessons of storytelling in business into economic and leadership success. Robert McKee's popular writing workshops have earned him an international reputation. The list of alumni with Academy Awards and Emmy Awards runs off the page. The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation. Now in STORYNOMICS, McKee partners with digital marketing expert and Skyword CEO Tom Gerace to map a path for brands seeking to navigate the rapid decline of interrupt advertising. After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike. Drawing from dozens of story-driven strategies and case studies taken from leading B2B and B2C brands, STORYNOMICS demonstrates how original storytelling delivers results that surpass traditional advertising. How will brands and their customers connect in the future? STORYNOMICS provides the answer.

Trying to get your message heard? Build an iconic brand? Welcome to the battlefield. The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories. With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how:

- Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray
- Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual
- Memorable stories based on timeless themes build legions of eager evangelists
- Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world
- Brands like Old Spice, The Story of Stuff, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz

Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a

chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

"In Story screenwriting guru Robert McKee presents his powerful and much sought-after knowledge in a comprehensive guide to the essentials of screenwriting and storytelling." -- Methuen.

Understanding Media Psychology is the perfect introductory textbook to the growing field of media psychology and its importance in society, summarizing key concepts and theories to provide an overview of topics in the field. Media is present in almost every area of life today, and is an area of study that will only increase in importance as the world becomes ever more interconnected. Written by a team of expert authors, this book will help readers to understand the structures, influences, and theories around media psychology. Covering core areas such as positive media psychology, the effects of gaming, violence, advertising, and pornography, the authors critically engage with contemporary discussions around propaganda, fake news, deepfakes, and the ways media have informed the COVID-19 pandemic. Particular care is also given to addressing the interaction between issues of social justice and the media, as well as the effects media has on both the members of marginalized groups and the way those groups are perceived. A final

chapter addresses the nature of the field moving forward, and how it will continue to interact with closely related areas of study. Containing a range of pedagogical features throughout to aid teaching and student learning, including vocabulary and key terms, discussion questions, and boxed examples, this is an essential resource for media psychology courses at the undergraduate and introductory master's level globally.

From one of our most innovative and celebrated authors, the definitive take on the wildest story of the year—the David-vs.-Goliath GameStop short squeeze, a tale of fortunes won and lost overnight that may end up changing Wall Street forever. Bestselling author Ben Mezrich offers a gripping, beat-by-beat account of how a loosely affiliate group of private investors and internet trolls on a subreddit called WallStreetBets took down one of the biggest hedge funds on Wall Street, firing the first shot in a revolution that threatens to upend the establishment. It's the story of financial titans like Gabe Plotkin of hedge fund Melvin Capital, one of the most respected and staid funds on the Street, billionaires like Elon Musk, Steve Cohen, Mark Cuban, Robinhood co-CEOs Vlad Tenev and Baiju Bhatt, and Ken Griffin of Citadel Securities. Over the course of four incredible days, each in their own way must reckon with a formidable force they barely understand, let alone saw coming: everyday men

and women on WallStreetBets like nurse Kim Campbell, college student Jeremy Poe, and the enigmatic Keith “RoaringKitty” Gill, whose unfiltered livestream videos captivated a new generation of stock market enthusiasts. The unlikely focus of the battle: GameStop, a flailing brick-and-mortar dinosaur catering to teenagers and outsiders that had somehow held on as the world rapidly moved online. At first, WallStreetBets was a joke—a meme-filled, freewheeling place to share shoot-the-moon investment tips, laugh about big losses, and post diamond hand emojis. Until some members noticed an opportunity in GameStop—and rode a rocket ship to tens of millions of dollars in earnings overnight. In thrilling, pulse-pounding prose, *THE ANTISOCIAL NETWORK* offers a fascinating, never-before-seen glimpse at the outsize personalities, dizzying swings, corporate drama, and underestimated American heroes and heroines who captivated the nation during one of the most volatile weeks in financial history. It’s the amazing story of what just happened—and where we go from here.

Estamos hechos de relatos y, hoy más que nunca, aprender a transmitirlos es la vía más efectiva para entusiasmar y atrapar la atención del público. Este libro reúne el talento de dos genios en el tema.

Robert McKee es el gurú del guionismo.

Reconocidos dramaturgos, escritores y directores creativos —entre ellos las mentes maestras detrás de

Breaking Bad, The Crown o El lobo de Wall Street—han tomado el seminario de este autor del que se desprende El guion, la biblia para quien desee contar una gran anécdota con maestría. En Storynomics, McKee se une a Tom Gerace, experto en marketing digital, quien ha asesorado con éxito a organizaciones como Samsung, Microsoft, Nike, IBM y Phillips. Basados en estrategias de storytelling y estudios de mercado, los autores crearon el concepto storynomics: el arte de vender a través de contar una historia contundente. No importa si se trata de anuncios en redes, una publicación periodística o la campaña de algún producto, si eres un creador de contenido, la clave son las historias. McKee y Gerace trazan el camino para ir más allá del rápido declive de la publicidad tradicional y su método ofrece resultados que superan el impacto de cualquier anuncio. ¿Cómo se conectan las audiencias con los creadores de contenido hoy? Los autores tienen la respuesta

The long-awaited third volume of Robert McKee's trilogy on the art of fiction. Following up his perennially bestselling writers' guide *Story* and his inspiring exploration of the art of verbal action in *Dialogue*, the most sought-after expert in the storytelling brings his insights to the creation of compelling characters and the design of their casts. **CHARACTER** explores the design of a character universe: The dimensionality, complexity and arcing

of a protagonist, the invention of orbiting major characters, all encircled by a cast of service and supporting roles.

The Dreaded Curse shows rather than tells, using screenwriting format to tell the tale of two feisty young witches cursed by a ghost of a dead screenwriter. Only the arcane knowledge of screenplay formatting can help them.

A five-time Moth GrandSLAM winner and bestselling novelist shows how to tell a great story — and why doing so matters. Whether we realize it or not, we are always telling stories. On a first date or job interview, at a sales presentation or therapy appointment, with family or friends, we are constantly narrating events and interpreting emotions and actions. In this compelling book, storyteller extraordinaire Matthew Dicks presents wonderfully straightforward and engaging tips and techniques for constructing, telling, and polishing stories that will hold the attention of your audience (no matter how big or small). He shows that anyone can learn to be an appealing storyteller, that everyone has something “storyworthy” to express, and, perhaps most important, that the act of creating and telling a tale is a powerful way of understanding and enhancing your own life.

In an age when scandal can destroy a company's brand or anyone's reputation in an instant -- Glass Jaw is an Art of War guide to modern crisis

management. In boxing terms, a tough-looking fighter who can't take a punch is said to have a "glass jaw," and so it is these days with targets of controversy. Down the rabbit hole of scandal, the weak are strong and the strong are weak. Just consider this slate of recent reputational body blows: Toyota, Susan G. Komen, Paula Deen, Tiger Woods, Joe Paterno, BP, the Duke Lacrosse players, Lance Armstrong, and Anthony Weiner. Glass Jaw is a manifesto for these times, written by crisis management veteran Eric Dezenhall, who has spent three decades dealing with some of the most intense controversies, both known and . . . handled with discretion. In the current digital age, the fundamental nature of controversy is viral, rendering once-mighty organizations and individuals powerless against scandal. In Glass Jaw, Dezenhall analyzes scandal and demystifies the paper tiger "spin" industry, offering lessons, corrective measures, and counterintuitive insights, such as: How there really is no "getting ahead" of a bad story (and other clichés from the media) The perils of navigating the "Fiasco Vortex" The art (and transaction) of the public apology Why a crisis is not an opportunity The Nixon Fallacy: if only he had just said "I screwed up," the whole thing would have gone away (not a chance) How you are the enemy: the self-sabotage of selfies, tweets, emailing before thinking, technology creep, the privacy vacuum, and the industrialization of

leaking. From the boardroom to the parenting messaging board, scandals erupt every day. Glass Jaw explains this changing nature of controversy and offers readers counterpunches to best protect themselves.

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way.

Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara. How to use powerful tools to engage customers with

your brand Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more. Shows how to map how the consumer engages with the category and product/service Explains how to develop an organizing idea and creative plan for an immersive storyscape experience Defines the role of marketing channels around the organizing idea Establishes how technology can be applied to the experience Learn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand. www.storyscaping.com

Every industry around the globe is being completely disrupted. Stalwart brands are losing market share to

upstarts that capture our collective consciousness. Trillions of dollars are at stake. Brands know a new approach is needed. But most don't realize the strategic underpinnings need to change. Great brands are no longer built through interruptive advertisements. Friction argues that brands don't simply need clever messages or new, shiny technologies. They need a fundamental change in strategy. Friction provides a system for embracing transparency, engaging audiences, creating evangelists, and unleashing unprecedented growth. The authors of Friction have worked on some of the industry's most innovative assignments for the world's most successful brands. This groundbreaking book reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers. A brand that dominates the competition.

Supercharge your marketing strategy with data analytics In *Data-First Marketing: How to Compete & Win in the Age of Analytics*, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value

of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. Data-First Marketing: How to Compete & Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty – anything that drives business growth.

The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection... How

did the movie *The Shawshank Redemption* fail at the box office but go on to gross more than \$100 million as a cult classic? How did *The 48 Laws of Power* miss the bestseller lists for more than a decade and still sell more than a million copies? How is Iron Maiden still filling stadiums worldwide without radio or TV exposure forty years after the band was founded? Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity? Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google, American Apparel, and the author John Grisham, as well as his interviews with the minds behind some of the greatest perennial sellers of our time. His fascinating examples include:

- Rick Rubin, producer for Adele, Jay-Z, and the Red Hot Chili Peppers, who teaches his artists to push past short-term thinking and root their work in long-term inspiration.
- Tim Ferriss, whose books have sold millions of copies, in part because he rigorously tests every element of his work to see what generates the strongest response.
- *Seinfeld*, which managed to capture both the essence of the nineties and timeless themes to become a modern classic.
- Harper Lee, who

transformed a muddled manuscript into *To Kill a Mockingbird* with the help of the right editor and feedback. • Winston Churchill, Stefan Zweig, and Lady Gaga, who each learned the essential tenets of building a platform of loyal, dedicated supporters. Holiday reveals that the key to success for many perennial sellers is that their creators don't distinguish between the making and the marketing. The product's purpose and audience are in the creator's mind from day one. By thinking holistically about the relationship between their audience and their work, creators of all kinds improve the chances that their offerings will stand the test of time.

Lost in a savage Jungle...Having survived a terrific plane crash, Erik von Mendelsohn is forced to endure the terrors of a primitive world. Lost in a vast African jungle, he struggles against great odds just to stay alive, having no idea where lay the lines of friendly forces he was trying to reach before flying off course because of a malfunctioning compass. Soon, however, Erik discovers there are forces at work infinitely more dangerous than the savage jungle with which he has contended since abandoning his wrecked plane when he stumbles upon a mysterious, prehistoric city governed by the time-warp of a distant star whose grim, gray inhabitants condemn him to slavery. Forced into servitude for his new masters, and instructed in their tongue by a beautiful slave girl, the handsome German pilot

begins plotting an escape. But is there an avenue of escape from this city of despair? This is a short story.

Distill 100%—Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- Prioritize—because you can't measure, listen to, and analyze everything
- Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors
- Measure real social media ROI: sales, leads, and customer satisfaction
- Track the performance of all paid, earned, and owned social media channels
- Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR
- Start optimizing web and social content in real time
- Implement advanced tools, processes, and algorithms for accurately

measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value
Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

Social networks are the new norm and traditional marketing is failing in today's digital, always-on culture. Businesses across the world are having to face up to how they remain relevant in the choppy waters of the digital ocean. In an era where a YouTube star gets more daily impressions than Nike, Coca-Cola and Walmart combined, traditional marketing as we know it is dead. *The End of Marketing* revolutionizes the way brands, agencies and marketers should approach marketing. From how Donald Trump won the American presidency using social media and why Kim Kardashian is one of the world's biggest online brands, through to the impact of bots and automation, this book will teach you about new features and emerging platforms that will engage customers and employees. Discover bold content ideas, hear from some of the world's largest brands and content creators and find out how to build smarter paid-strategies, guaranteed to help you dominate your markets. *The End of Marketing* explains that no matter how easy it is to reach potential customers, the key relationship between

brand and consumer still needs the human touch. Learn how to put 'social' back into social media and claim brand relevancy in a world where algorithms dominate, organic reach is dwindling and consumers don't want to be sold to, they want to be engaged. When the market doesn't seem to be growing, you need this guide "for mature companies looking to rejuvenate themselves" in order to keep your business competitive (Publishers Weekly). Though most companies claim to be growth oriented, surprisingly few actually achieve double-digit growth-and over the past 10 years, that percentage has steadily decreased.

The compelling, tragic and often bizarre life stories of history's famous and infamous assassins, now collected in one comprehensive, easy-to-use volume. The names are well-known, but how much do you know about the inner lives of John Hinckley Jr., who shot Ronald Reagan in a misguided attempt to impress actress Jodie Foster, or Mark David Chapman, who, after shooting John Lennon, sat down on the sidewalk to continue reading *The Catcher in the Rye*? And what about the world's not-so-famous assassins? Find out what happened when Carlito Dimahilig attacked Imelda Marcos with a bolo knife (and how one of her many famous pairs of shoes came into play!), or why Max Hödel could be considered one of the least successful assassins in history. With breadth of study and a keen eye for detail, George Fetherling has compiled a fascinating and very readable compendium -- the first of its kind -- of more than 200 biographies of assassins from all periods and countries, for the scholar and general reader alike. Fetherling also

provides an overview of the history of assassination, outlines the five psychological types of assassins and gives a run-down of the most useful literature in the field. Ideal for students, historians, history buffs, psychologists and readers interested in biography and true crime, this book is a must have window into the lives of those who have drastically shaped the history of our world.

Storynomics
Story-Driven Marketing in the Post-Advertising World
Twelve

Journey into an unseen world—and to the frontiers of human knowledge
Welcome to Atom Land, a subatomic realm governed by the laws of particle physics. Here, electromagnetism is a highway system; the strong force, a railway; the weak force, an airline. With award-winning physicist Jon Butterworth as your guide, you'll set sail from Port Electron in search of strange new terrain—from the Isle of Quarks to the very edge of Antimatter.

Journey into an unseen world—and to the frontiers of human knowledge.

Practical techniques for applying neuroscience and behavior research to attract new customers
Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through

in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers. Includes ideas for small businesses and non-profits. Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales. Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

A Practical Guide to Learning Experience Creation with Gomo Learning Authoring. Onboard new users to creating learning using Gomo Learning Authoring. What is gomo learning? Gomo Learning is an online agile learning authoring system that offers a complete learning experience development platform. This agile approach to learning and training using Gomo Learning is shaped by interactions and collaboration with participants during the learning process. Developing new learning pathways, Gomo Learning tightens iterations between stakeholders and developers for faster development timelines and more fluid, dynamic results for learners and organizations. Why this Playbook? SmarterMedium works with customers and partners, pushing the development of innovative learning experiences to find new ways to engage employees. Our collaborations and

discoveries using the Gomo Learning Authoring tools have spawned novel ideas and new ways of working with customers. What we have learned along the way powers the approach, lessons, and expertise within this playbook. Who is the Playbook for? This playbook is geared to organizations moving and embracing technologies like Gomo Learning and transforming traditional learning processes to create new learning experiences. For any organization onboarding to Gomo Learning, this playbook presents the tools and practical how-tos to develop and author content, providing a walkthrough of the concepts and benefits of new learning approaches, supported by step-by-step content, features, and functionality. New Masterclass Content for 2020: Inclusive Learning Continuous Scroll Content Post Course Surveys Crafting Learning Stories Create an Always-on Learning Experience In addition, we've expanded our coverage of learning to include a new section on translation and localization of learning experiences.

A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo's California headquarters. On them there was Mayer's face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo's campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and

answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the room and, behind it, a question: Was Mayer actually going to be able to do this thing? **MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!** is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer's controversial rise at Google, and her desperate fight to save an Internet icon. In August 2011 hedge fund billionaire Daniel Loeb took a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. In author Nicholas Carlson's capable hands, this riveting book captures Mayer's rise and Yahoo's missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today's rapidly changing business landscape.

The long-awaited follow-up to the perennially bestselling writers' guide *Story*, from the most sought-after expert in the art of storytelling. Robert McKee's popular writing workshops have earned him an international reputation. The list of alumni with Oscars runs off the page. The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation. Now, in *DIALOGUE*, McKee offers the same in-

depth analysis for how characters speak on the screen, on the stage, and on the page in believable and engaging ways. From Macbeth to Breaking Bad, McKee deconstructs key scenes to illustrate the strategies and techniques of dialogue. DIALOGUE applies a framework of incisive thinking to instruct the prospective writer on how to craft artful, impactful speech. Famous McKee alumni include Peter Jackson, Jane Campion, Geoffrey Rush, Paul Haggis, the writing team for Pixar, and many others.

The First How-To Strategy Guide to Transmedia Storytelling “Phillips’s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story.” —David Gale, Executive Vice President, MTV Cross Media “Transmedia storytelling is a bold and exciting new arena for creativity and innovation. . . . Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling.” —Michelle Satter, Founding Director, Sundance Institute Feature Film Program “An excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one

of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!” —Jeff Gomez, CEO, Starlight Runner Entertainment “A no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling.” —C. C. Chapman, coauthor of *Content Rules* and *Amazing Things Will Happen* Includes Q&A sessions with the world’s leading experts in transmedia storytelling

About the Book: What is transmedia storytelling and what can it do for you? It’s the buzzword for a new generation—a revolutionary technique for telling stories across multiple media platforms and formats—and it’s rapidly becoming the go-to strategy for a wide variety of businesses. If you work in marketing, entertaining, or advertising, transmedia storytelling is a must-have tool for pulling people into your world. Why do you need *A Creator’s Guide to Transmedia Storytelling*? If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Pictures—at a fraction of the cost. You’ll learn how to: Choose the right platforms for your story Decide whether to DIY or outsource work Find and keep a strong core production team Make your audience a character in your story Get the funding

you need—and even make a profit Forge your own successful transmedia career With these proven media-ready strategies, you'll learn how to generate must-read content, must-see videos, and must-visit websites that will only grow bigger as viewers respond, contribute, and spread the word. You'll create major buzz with structures such as alternate reality games and fictional character sites—or even “old-fashioned” platforms such as email and phone calls. The more you connect to your audience and the more you get them involved in the storytelling process, the more successful you will be. This isn't the future. This is now. This is how you tell your story, touch your audience, and take your game to the next level—through transmedia storytelling.

The Basics Design series is designed to provide graphic arts students with a theoretical and practical exploration of fundamental topics, including layout, format, typography, colour and image. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject. The second edition of the sixth book in the series, Print and Finish is a guide to the printing and finishing techniques employed by graphic design studios all over the world. A thorough understanding of these techniques will equip the designer with the ability to harness the creative potential of these processes and add creative elements to a design in order to

increase its impact and functionality. Showcasing seven different paper and ink stocks and finishes, the book is an invaluable reference tool. With new contributions and activities, the second edition builds on the success of the first, and is an absolute must-have for all design students.

The former CEO and Chairman of Nasdaq shares insights and lessons learned from one of the world's largest stock exchanges, detailing the company's transformation from a fledgling U.S. equities market to a global financial technology company. During 2003, the U.S. economy was described by one economist as "nervous, anxious, and waiting." In December the Dow had topped 10,000 for the first time in a year and a half, and at year's end the markets were up for the first time since 1999. But in the same year, American troops had moved into Iraq, and corporate boards were cutting CEOs at the slightest signs of trouble. Amidst this turmoil Robert Greifeld, a former tech entrepreneur from outside the Wall Street bubble, became CEO of Nasdaq, a position he would hold for the next thirteen years. He saw the company through one of the most mercurial economic periods in history: the Bernie Madoff mega-scandal; Facebook's tumultuous and disastrous IPO; Hurricane Sandy's disruption of the world's financial hub; the implosion of America's housing market and the global economic crash that followed, from which we have yet to fully recover. In *Market Mover*, Bob

will write a first-hand account of the most critical moments of his career, with each chapter focusing on a headline-making event and ending with a prescriptive takeaway to impart to his readers. Now Bob, who stepped aside as Nasdaq's CEO at the end of 2016, is eager to look back at more than a decade of transformational change that occurred on his watch in order to share his insights and lessons with business readers.

Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. This means that the question for anyone who wants to gain mass exposure for their transformative content, business, or brand or connect with audiences around the globe is no longer if they should use social media but how to best take advantage of the numerous different platforms. How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and "growth hacker" Brendan Kane has the answer and will show you how—in 30 days or less. A wizard of the social media sphere, Kane has built online platforms for A-listers including Taylor Swift and Rihanna. He's advised brands such as MTV, Skechers, Vice and IKEA on how to establish and grow their digital audience and engagement. Kane has spent his career discovering the best tools to turn any no-name into a top influencer simply by speaking into a camera or

publishing a popular blog—and now he'll share his secrets with you. In *One Million Followers*, Kane will teach you how to gain an authentic, dedicated, and diverse online following from scratch; create personal, unique, and valuable content that will engage your core audience; and build a multi-media brand through platforms like Facebook, Instagram, YouTube, Snapchat, and LinkedIn. Featuring in-depth interviews with celebrities, influencers, and marketing experts, including:

- Chris Barton, cofounder and board director of Shazam and former head of Android business development for Google
- Ray Chan, CEO and cofounder of 9GAG
- Julius Dein, internet personality and magician with nearly 16 million Facebook followers
- Mike Jurkovic, Emmy Award–winner and creative director of will.i.am and the Black Eyed Peas
- Phil Ranta, former COO of Studio71 and VP of network at Fullscreen
- Eamonn Carey, managing director at Techstars London
- Jonathan Skogmo, founder and CEO of Jukin Media, Inc.
- Jon Jashni, founder of Raintree Ventures and former president and chief creative officer of Legendary Entertainment

One Million Followers is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It's time to stop being a follower and start being a leader.

Engage on a deeper level by disrupting the typical business development script
Authentic Marketing

offers a forward-thinking approach to achieving an entirely new level of engagement with today's purpose-driven and skeptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose becomes central to your organization, it can deliver benefits to both the bottom line and mankind: a profit meets purpose proposition. This path requires a reinvention of today's dated business model, abolishing the inefficient, siloed approach of developing a business strategy first and then later creating separate strategies for marketing, HR, manufacturing, R&D, etc. The new integrated model fuses a tight integration of business, technology innovation and engagement strategies, all of which are bound together by a company's moral purpose. When moral purpose is central to an organization's core, everything branches out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real—not curated—connections with a brand's moral mission. You build true engagement, trust and evangelism. And, along the way, your customers will actually help to co-create your brand. This book shows you how to transform your business by putting moral purpose to work for your stakeholders and the planet. Embrace a new model that integrates business, technology innovation, and engagement strategies with moral purpose as the glue that binds

them together Learn the key steps to find your moral purpose Discover how to engage audiences with a transparent, authentic marketing approach that forges powerful connections and builds trust. With a world of options at their fingertips, today's purpose-driven customers want a brand they can identify with and trust. Authentic Marketing shows you how to make your brand more human, more likeable, more genuine and guides you on how to connect with audiences on a moral level. This process will build a new level of engagement that will benefit both your long-term value and the world.

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites,

brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

There's a new truth in B2B marketing: if you want to move products, you need to move minds. Most companies suffer from a delusion, and it's this: that buyers always make decisions in a rational, logical, and economic way. The result is a slew of features-driven B2B marketing that few people really care about. In recent years B2B customers have evolved. They don't just want to buy from businesses anymore, they want to buy into them. The problem is too few B2B companies realize this. They continue with the same product-centric marketing that increases revenue by a percentage point here and there. It seems safe but it's dangerously short-sighted, because it doesn't deliver the transformational and long-term growth that makes businesses category leaders. It's even more important to address this issue at such a critical and delicate moment in the world economy. Marketing leaders require strategies that have an exponential, rather than an incremental, effect on brand, marketing and sales, and to implement them they need the new super-skills this book teaches. This

involves establishing a core purpose, shifting the focus from products to people, from features to feelings and from messaging to storytelling, acknowledging that neuro science has proved that people buy on emotion and justify with fact. In other words, it requires a completely different mindset to the one that's prevalent right now, one that we call 'Humanizing B2B'.

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will

help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you:

- * How to build trust and permission with your target market.
- * The art of positioning--deciding not only who it's for, but who it's not for.
- * Why the best way to achieve your goals is to help others become who they want to be.
- * Why the old approaches to advertising and branding no longer work.
- * The surprising role of tension in any decision to buy (or not).
- * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

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