

## Sway The Irresistible Pull Of Irrational Behavior

Shows how to identify and correct the psychological and emotional stumbling blocks to investment success. Based on the author's extensive experience and the premise that self knowledge and self discipline are the keys to successful investing. Explains how to determine one's IQ (investor's quotient), how to maximize one's strengths and minimize one's weaknesses, symptoms of positive and negative attitudes, the role of fear and greed, the client-broker relationship, etc. Includes checklists, schedules, tables, questionnaires, and other aids.

Reinvent the Sales Process in Your Own Organization "Today's sales professionals have to find a way to contribute to their customers' ability to satisfy their own customers and achieve their critical business goals." --Dale Hayes, Vice President of Sales, UPS "The old world of buying them a scotch and having a great dinner is not enough.... The speed of change, the availability of information to your customers, and aggressive global competition has produced a new playing field." --Rick Cheatham, Sales Director, Information Processing & Systems Division, Avery Dennison Let the world's best sales forces show you a new way of selling that redefines success. Today's competitive edge belongs to the salespeople who deeply understand their customers' businesses and who accelerate the rate at which their customers realize tangible business results. The Mind of the Customer explores the ways leading companies like UPS, Toyota, Nokia, and others achieve exceptional performance. The book builds on the proven performance-improvement training techniques of The Real Learning Company to supply sales and marketing professionals with a dynamic, straightforward plan to: Improve profitability Raise productivity Increase customer satisfaction Rich graphical models illustrate key concepts, while contributions from industry leaders provide eye-opening perspectives on how sales in changing--and how you can create competitive advantage amidst that change.

From the New York Times bestselling author comes a "hugely entertaining" (NPR.org) look at vice and virtue through cutting-edge science As he did in his award-winning book The Accidental Mind, David J. Linden—highly regarded neuroscientist, professor, and writer—weaves empirical science with entertaining anecdotes to explain how the gamut of behaviors that give us a buzz actually operates. The Compass of Pleasure makes clear why drugs like nicotine and heroin are addictive while LSD is not, how fast food restaurants ensure that diners will eat more, why some people cannot resist the appeal of a new sexual encounter, and much more. Provocative and illuminating, this is a radically new and thorough look at the desires that define us.

Ephraim Kam observes surprise attack through the eyes of its victim in order to understand the causes of the victim's failure to anticipate the coming of war. Emphasizing the psychological aspect of warfare, Kam traces the behavior of the victim at various functional levels and from several points of view in order to examine the difficulties and mistakes that permit a nation to be taken by surprise. He argues that anticipation and prediction of a coming war are more complicated than any other issue of strategic estimation, involving such interdependent factors as analytical contradictions, judgemental biases, organizational obstacles, and political as well as military constraints. Surprise Attack: The Victim's Perspective offers implications based on the intelligence perspective, providing both historical background and scientific analysis that draws from the author's vast experience. The book is of utmost value to all those engaged in intelligence work, and to those whose operational or political responsibility brings them in touch with intelligence assessments and the need to authenticate and then adopt them or discount them. Similarly, the book will interest any reader intrigued by decision-making processes that influence individuals and nations at war, and sometimes even shape national destiny. --Ehud Barak, Former Prime Minister of Israel

Borderline personality disorder, autism, narcissism, psychosis, Asperger's: All of these syndromes have one thing in common--lack of empathy. In some cases, this absence can be dangerous, but in others it can simply mean a different way of seeing the world. In The Science of Evil Simon Baron-Cohen, an award-winning British researcher who has investigated psychology and autism for decades, develops a new brain-based theory of human cruelty. A true psychologist, however, he examines social and environmental factors that can erode empathy, including neglect and abuse. Based largely on Baron-Cohen's own research, The Science of Evil will change the way we understand and treat human cruelty.

How does the situation we're in influence the way we behave and think? Professors Ross and Nisbett eloquently argue that the context we find ourselves in substantially affects our behavior in this timely reissue of one of social psychology's classic textbooks. With a new foreword by Malcolm Gladwell, author of The Tipping Point.

IN COUNTLESS STUDIES, PSYCHOLOGISTS HAVE DISCOVERED A SURPRISING FACT: For decades they assumed that people who face adversity—a difficult childhood, career turbulence, sudden bouts of bad luck—will succumb to their circumstances. Yet over and over again they found a significant percentage are able to overcome their life circumstances and achieve spectacular success. How is it that individuals who are not "supposed" to succeed manage to overcome the odds? Are there certain traits that such people have in common? Can the rest of us learn from their success and apply it to our own lives? In Succeeding When You're Supposed to Fail, Rom Brafman, psychologist and coauthor of the bestselling book Sway, set out to answer these questions. In a riveting narrative that interweaves compelling stories from education, the military, and business and a wide range of groundbreaking new research, Brafman identifies the six hidden drivers behind unlikely success. Among them: •The critical importance of the Limelight Effect—our ability to redirect the focus of our lives to the result of our own efforts, as opposed to external forces •The value of a satellite in our lives—the remarkable way in which a consistent ally who accepts us unconditionally while still challenging us to be our best can make a huge difference •The power of temperament—people who are able to tunnel through life's obstacles have a surprisingly mild disposition; they don't allow the bumps in the road to unsettle them By understanding and incorporating these strategies in our own lives, Brafman argues, we can all be better prepared to overcome the inevitable obstacles we face, from setbacks at work to challenges in our personal lives.

How to Attract Women Attract more women with humor by reading this wildly funny and entertaining book! You will be taken through a step by step formula that will help you to easily develop the high status humor skills and alpha male body language habits that women are subconsciously attracted to at a primal level. You will discover how fun and exciting it is to confidently approach practically any woman, anytime, anywhere and instantly have a fun and humorous connection with her. I'll show you a guaranteed foolproof method that has allowed me to engage attractive women in deep and thoughtful rapport by asking the right questions that cause her to become emotionally aroused. Men are aroused more by visual cues. A man looks at a woman searching for sexual stimuli like a jeweler looks for perfection in a flawless gem. Visual cues convey information about a woman's health, fertility, and youth. Women are aroused more by psychological cues. A woman looks at a man much like a detective would a suspected criminal who is about to commit another crime. The visual cues a woman looks for are status, resources,

commitment, kindness, stability, and humor. Just as you are attracted to a beautiful face, ass, and breasts, so are women attracted to "male cleavage," or the attractor factors that include high status humor. I'm going to show you how to develop those psychological cues that women can't help but be attracted to. With a little practice, you'll start to notice that women will begin to smile at you more when you stimulate the emotional part of their brains that make them laugh. You'll especially notice how they will start engaging you more in a playful manner and will then want to start spending more time with you. Women want men to pursue them for sex. The problem is, too many guys are either too passive and conceal their sexual interest in women, or they act like aggressive idiots and drive them away. Luckily for you, there is a very cool and natural way to approach and attract women so they become interested in you first, and I'm going to show you how to do it. There is no doubt that women want to be sexually attractive and desired by men. They are actively looking for those men who have the ability to unlock the code to their natural instinctive desires. This book is going to teach you how to develop those traits and skills that tap into a woman's primal needs and desires. You grew up with a modern "female blueprint" and I'm going to show you how to record over it. I'm happy for the women's liberation movement and equality, but along with it became the feminization of American society. The Equal Rights Movement for women in the 60's has caused role reversals and gender confusion that contradicts the conditioning of tens of thousands of years of customary male-female roles. Male and female blueprints that took around 200,000 years to evolve upended suddenly over the last 50. That is a 4,000 to 1 ratio! That's like starting on less than the 1-inch line on a football field of a hundred yards. It's no wonder the modern male population is so confused. One of the primary reasons so many feminized males (often referred to as wusses) are unsuccessful in attracting women is they act like women themselves. It won't work! You can't reverse a few hundred thousand years of conditioning over a 50-year period and expect different results. The methods you're about to learn were scientifically tested and proven to work in social experiments. This information has been carefully researched and documented from experts in the fields of evolutionary psychology, sociology, neuroscience, evolutionary biology, anthropology, and many other fields too numerous to mention. This book can change your life!

"A magnificent gift to those of us who love someone who has a mental illness...Earley has used his considerable skills to meticulously research why the mental health system is so profoundly broken."—Bebe Moore Campbell, author of 72 Hour Hold Former Washington Post reporter Pete Earley had written extensively about the criminal justice system. But it was only when his own son—in the throes of a manic episode—broke into a neighbor's house that he learned what happens to mentally ill people who break a law. This is the Earley family's compelling story, a troubling look at bureaucratic apathy and the countless thousands who suffer confinement instead of care, brutal conditions instead of treatment, in the "revolving doors" between hospital and jail. With mass deinstitutionalization, large numbers of state mental patients are homeless or in jail—an experience little better than the horrors of a century ago. Earley takes us directly into that experience—and into that of a father and award-winning journalist trying to fight for a better way.

Includes information on Alcoholics Anonymous, al Qaeda, Amazon, Animal Liberation Front, Apaches, eBay, General Motors, Goodwill Industries, Google, Grokster, Kazaa, music piracy, Napster, P2P (peer to peer) services, Quakers, record industry, U.S. Supreme

"Focused and On Fire" is a fresh, smart, and moving book for all ages. Coach Lisa Mitzel portrays an authentic view of the athlete's inner journey. She takes readers through highs and lows to reflect on thoughts and feelings, and brings light to inspiration in confronting battles and reaching goals. While training and competing, Lisa experienced injuries, surgeries, psychological fears, and intense training with sport psychologists. She fought and overcame all of it to win championships. As a coach and mental training expert, her stories and curriculum teach methods to manage doubt, distraction, fear, pressure, and how to manifest success. Included in the book are core mental skills (breathing, relaxing, positive self-talk, visualization, recall, and concentration) critical mindsets (like volition, expectancy, present-moment awareness, acceptance, letting go, and resilience), simple exercises, true inspiring stories of athlete-clients and teams who overcame challenges, and fun illustrations that enhance Lisa's powerful messages. Readers will learn self-awareness, higher-mind thinking, and the practice of believing that anything's possible. This book is a rare gem, and kids and parents can read and practice the tools together. You have incredible inner power...use it!

"Effective business networking depends on effective eye contact." —Dr. Ivan Misner, author of Masters of Networking

"The Power of Eye Contact is a must-read book if you want a lasting relationship—or want to deepen the one you're in." —Marie Forleo, author Make Every Man Want You "Both mysterious and rewarding, the text reveals the powerful secrets of using the eyes to connect with others." —Rom Brafman, co-author of Sway: The Irresistible Pull of Irrational Behavior

The secret to success in business, love, and life is The Power of Eye Contact. Author Michael Ellsberg provides an authoritative and extensive guide to mastering a potent force that can change your life.

Like the bestsellers "Blink" and "Freakonomics," this lively narrative offers a fresh view of the world, explaining the previously inexplicable and revealing hidden influences on human decision-making.

Why are we more likely to fall in love when we feel in danger? Why would an experienced pilot disregard his training and the rules of the aviation industry, leading to the deadliest airline crash in history? Why do we find it near-impossible to re-evaluate our first impressions of a person or situation, even when the evidence shows we were wrong? Discover the answers in Sway. We all believe we are rational beings, yet the truth is that we're much more prone to irrational behaviour than we realise or like to admit. In this compelling book, Ori and Rom Brafman reveal why. Looking at irrational behaviour in fields as diverse as medicine, archaeology and the legal system, they chart the psychological undercurrents that influence even our most basic decisions. In doing so they draw on the latest research in social psychology and behavioural economics to reveal the irresistible forces that sway us all. Sway is a fascinating insight into the way we all behave and will change the way you view the world.

Sway: The Irresistible Pull of Irrational Behaviour Virgin Books

'A remarkable and important guide to effecting change in our individual lives, businesses, societies - and beyond' JONAH BERGER, bestselling author of Contagious How did movements like the Arab Spring and Black Lives Matter take off

when they did? How did Lord Kitchener recruit 2,000,000 volunteers at the start of World War I? Why did Twitter take hold while Google+ has failed? What surprising lessons can we learn from Covid 19? From the spread of Covid-19 to the rise of political polarization, from implicit bias to genetically modified food, from NASA to Netflix - it's time to think differently about how change works. Professor Damon Centola is the world expert in the new science of networks. His ground-breaking research across areas as disparate as voting, health, technology and finance has highlighted powerful and highly effective new ways to ensure lasting change. In this book, Centola distils over a decade of deep experience into a fascinating new theory that challenges previous assumptions that new ideas are either contagious or not. Change shows that beliefs and behaviours are not transmitted from person to person in the simple way that a virus is. The real story of social change is more complex and much more interesting. When we are exposed to a new idea, our social networks guide our responses in striking and surprising ways. Drawing on deep-yet-accessible research and fascinating examples, Change presents a paradigm-shifting new science for understanding what drives change, recognising our blind spots and how we can change the world around us.

Leonard Mlodinow's *The Drunkard's Walk: How Randomness Rules Our Lives* is an exhilarating, eye-opening guide to understanding our random world. Randomness and uncertainty surround everything we do. So why are we so bad at understanding them? The same tools that help us understand the random paths of molecules can be applied to the randomness that governs so many aspects of our everyday lives, from winning the lottery to road safety, and reveals the truth about the success of sporting heroes and film stars, and even how to make sense of a blood test. *The Drunkard's Walk* reveals the psychological illusions that prevent us understanding everything from stock-picking to wine-tasting - read it, or risk becoming another victim of chance. 'A wonderfully readable guide to how the mathematical laws of randomness affect our lives' Stephen Hawking, author of *A Brief History of Time*

WHAT MEN WANT. WHAT MEN FEEL. WHAT WOMEN NEED TO KNOW. When Dr. Brandy Engler opened her sex therapy practice for women in Manhattan, she got a big surprise. Most of the calls were from men. They wanted to talk about womanizing, porn addiction, impotence, prostitutes—and most of all, love. Her patients were everyday guys from all walks of life. Among them were David, the Wall Street hotshot and compulsive womanizer; Charles, an introvert who kept pushing away the fiancée he thought was too beautiful for him; Paul, the self-made man who visited massage parlors despite his sexy wife; and the men's group whose stark revelations about male anger and their search for the right woman will open your eyes. In *The Men on My Couch*, Dr. Engler allows readers inside those private sessions to witness her exciting and evocative encounters with what men desire and fear. Dr. Engler tells her own story, too. At first her patients' revelations are painful and disconcerting, especially against the backdrop of her own difficult love affair. Yet Dr. Engler lets readers experience how she evolves both professionally and personally, from chagrin to compassion, and reconciles her idealized notions of love and sex with the unexpected and raw truths she hears in the office. *The Men on My Couch* is unlike books you've read before. There are no tired facile conclusions or pejorative generalizations. Here are fresh insights into modern sexual maladies, gleaned from real people having real struggles and experiencing real epiphanies—in the real world. This book will change how both women and men think about love, sex, and desire.

The author of the bestselling *You Are Not So Smart* shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains. David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now podcasts and videos--have become an Internet phenomenon. Like *You Are Not So Smart*, *You Are Now Less Dumb* is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen more ways we fool ourselves every day, including: The Misattribution of Arousal (Environmental factors have a greater affect on our emotional arousal than the person right in front of us) Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already invested "worth it") Deindividuation (Despite our best intentions, we practically disappear when subsumed by a mob mentality) McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.

Learn how to 'break the spell' of control with Patricia Evans' new bestseller. Already hailed by Oprah Winfrey, *Controlling People* deals with issues big and small - revealing the thought processes of those who seek to control in order to provide a 'spell-breaking' mind-set for those who suffer this insidious manipulation. Invaluable insight and advice for those who seek support.

Explores the ongoing psychological forces that sabotage rational behavior in our personal and business lives, revealing how such factors as loss aversion, commitment, and the diagnosis bias distort logical thought.

Dan Ariely, the New York Times bestselling author of *Predictably Irrational*, and illustrator Matt R. Trower present a playful graphic novel guide to better decision-making, based on the author's groundbreaking research in behavioral economics, neuroscience, and psychology. The internationally renowned author Dan Ariely is known for his incisive investigations into the messy business of decision-making. Now, in *Amazing Decisions*, his unique perspective—informed by behavioral economics, neuroscience, and psychology—comes alive in the graphic form. The illustrator Matt R. Trower's playful and expressive artwork captures the lessons of Ariely's groundbreaking research as they explore the essential question: How can we make better decisions? *Amazing Decisions* follows the narrator, Adam, as he faces the daily barrage of choices and deliberations. He juggles two overlapping—and often contradictory—sets of norms: social norms and market norms. These norms inform our thinking in ways we often don't notice, just as Adam is shadowed by the "market fairy" and the "social fairy," each compelling him to act in certain ways. Good decision-making, Ariely argues, requires us to identify and evaluate the forces at play under different circumstances, leading to an optimal

outcome. *Amazing Decisions* is a fascinating and entertaining guide to developing skills that will prove invaluable in personal and professional life.

Analyzes major disasters in recent history and explains how their deep financial, emotional, and historical impacts could have been avoided.

An illuminating look at the surprising upside of ambiguity—and how, properly harnessed, it can inspire learning, creativity, even empathy. Life today feels more overwhelming and chaotic than ever. Whether it's a confounding work problem or a faltering relationship or an unclear medical diagnosis, we face constant uncertainty. And we're continually bombarded with information, much of it contradictory. Managing ambiguity—in our jobs, our relationships, and daily lives—is quickly becoming an essential skill. Yet most of us don't know where to begin. As Jamie Holmes shows in *Nonsense*, being confused is unpleasant, so we tend to shutter our minds as we grasp for meaning and stability, especially in stressful circumstances. We're hard-wired to resolve contradictions quickly and extinguish anomalies. This can be useful, of course. When a tiger is chasing you, you can't be indecisive. But as *Nonsense* reveals, our need for closure has its own dangers. It makes us stick to our first answer, which is not always the best, and it makes us search for meaning in the wrong places. When we latch onto fast and easy truths, we lose a vital opportunity to learn something new, solve a hard problem, or see the world from another perspective. In other words, confusion—that uncomfortable mental place—has a hidden upside. We just need to know how to use it. This lively and original book points the way. Over the last few years, new insights from social psychology and cognitive science have deepened our understanding of the role of ambiguity in our lives and Holmes brings this research together for the first time, showing how we can use uncertainty to our advantage. Filled with illuminating stories—from spy games and doomsday cults to Absolut Vodka's ad campaign and the creation of Mad Libs—*Nonsense* promises to transform the way we conduct business, educate our children, and make decisions. In an increasingly unpredictable, complex world, it turns out that what matters most isn't IQ, willpower, or confidence in what we know. It's how we deal with what we don't understand.

In 1996, Craig Wilson began writing a column for *USA Today* called "The Final Word." In it, he extolled the virtues of the true pleasures in life—clotheslines, freshly cut firewood, sweet corn, and Adirondack chairs—and looked back on his childhood in the country with fondness and an infectious sense of humor. Wilson's message struck a nerve, and now he receives hundreds of letters and e-mails each week from readers who share his sense of nostalgia and appreciate his warm, thoughtful observations on daily life. It's the Little Things... showcases the best of "The Final Word," with the pieces arranged by season. In fall, for example, Wilson remembers his mom's Thanksgiving gravy and his crush on his first-grade teacher; in winter, he holds forth on aluminum Christmas trees and the kiddie table; in spring, he writes about the joys of walking to work and puttering in the garage; and in summer, his thoughts turn to white bucks, front porches, and outdoor showers. The result is a delightful book to share with others and to relish throughout the year.

After his father died on 9/11 in the World Trade Center, nine-year-old Matthew John Bocchi began an obsessive quest to find out exactly how he died. He researched video tapes, pictures, blogs, anything that could potentially answer the question looming in his mind: was his father one of the jumpers? In the first memoir told by a child of 9/11, Matt intimately delves into the psychological and emotional torment that ensued after his father's death. With heartbreaking vulnerability, he details how his incessant quest resulted in a devastating act of violence that stripped his innocence as a young man. As Matt spirals down a bottomless pit of drug abuse, he willfully risks his life in search of the next high—all in an attempt to forget his past. Now at twenty-eight years old and sober, he recounts his unique story—one full of heartbreak and despair, grief and uncertainty, but most importantly, happiness and hope. The lesson he teaches us is clear but intricate: No matter how far you fall, you can always rise again. No matter how far you stray, you can always find your way home. And no matter how wide you sway, you can always pick up the pieces and stand tall.

Forewords by: Cheryl Y. Kiser, Babson College & Michiel Bakker, Google. Courageous leaders today are calling for a disruptive yet effective way of working: one that unlocks significant new levels of innovation, delivers enduring financial results, and creates exceptional customer loyalty while simultaneously building human capacity to contribute to on-going positive change. The good news is there is a proven, but infrequently taken, path. Through a fundamentally contrasting paradigm, Carol Sanford shows leaders why today's so-called business "best practices" undermine success—and then, how to transform their business into something so flexible, so innovative, so developmental, it becomes virtually non-displaceable in the market. The Regenerative Business is built by connecting every person in the business to the "essential core" of that business - its unique foundation for innovation and market power. This provides the fulcrum for an organizational culture that embraces the internal destabilization and discomfort that comes with responding creatively to the unfamiliar. The payoff for doing so is a motivated and innovative workforce that is prepared to take a business to the top of its industry - and stay there. Carol's work focuses on what fundamentally fuels the organization: the capacity and capabilities of the people within it and the design of work to empower them. She defines these for readers and shows that when these are internally developed, you change who people are and what they are able to take on, which she calls "promises beyond ability." She shows through many cases drawn from her work that by implementing this all-encompassing way of working, businesses are able to have a positive impact beyond the bottom line, to the broader marketplace and the communities in which they operate.

The author of the highly successful book *The Dancing Healers* draws on the cultural rituals and traditions of Native Americans to illustrate the mind/body connection to spiritual healing.

In the bestselling tradition of *Switch* and *Made to Stick*, Ori Brafman reveals how organizations can drive growth and profits by allowing contained chaos and disruption the space to flourish, generating new ideas that trigger innovation. In *The Chaos Imperative*, organizational expert and bestselling author Ori Brafman (*Sway*, *The Starfish and the Spider*) shows how even the best and most efficient organizations, from Fortune 500 companies to today's US Army, benefit from

allowing a little unstructured space and disruption into their planning and decision-making.

Controversial and iconoclastic, a veteran corporate manager and business school professor exposes the dangerous myths, fantasies, and delusions that pervade much of the business world today.

'Passionate and urgent.' Guardian, Book of the Week 'A must-read for all.' Stylist, best new books for 2020 'Cogently argued and intensely persuasive. Groundbreaking Work.' Waterstones, best new books of April 'Impressive and much-needed.' Financial Times, Best Business Books April to June 'Admirably detailed.' Prospect Magazine 'Practical, useful, readable and essential for the times we are living in.' Nikesh Shukla 'An eye-opening book that I hope will be widely read.' Angela Saini 'If you think you don't need to read this book, you really need to read this book.' Jane Garvey 'An eye-opening book looking at unconscious bias. Meticulously researched and well written. It will make you think hard about the judgements you make. An essential read for our times.' Kavita Puri, BBC Journalist and author For the first time, behavioural and data scientist, activist and writer Dr Pragya Agarwal unravels the way our implicit or 'unintentional' biases affect the way we communicate and perceive the world, how they affect our decision-making, and how they reinforce and perpetuate systemic and structural inequalities. Sway is a thoroughly researched and comprehensive look at unconscious bias and how it impacts day-to-day life, from job interviews to romantic relationships to saving for retirement. It covers a huge number of sensitive topics - sexism, racism, ageism, homophobia, colourism - with tact, and combines statistics with stories to paint a fuller picture and enhance understanding. Throughout, Pragya clearly delineates theories with a solid grounding in science, answering questions such as: do our roots for prejudice lie in our evolutionary past? What happens in our brains when we are biased? How has bias affected technology? If we don't know about it, are we really responsible for it? At a time when partisan political ideologies are taking centre stage, and we struggle to make sense of who we are and who we want to be, it is crucial that we understand why we act the way we do. This book will enable us to open our eyes to our own biases in a scientific and non-judgmental way.

A New York Times bestseller! A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as Drunk Tank Pink illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which outside forces influence us—such as color's influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. Drunk Tank Pink proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

Winner of the National Book Award and National Book Critics Circle Award "A charming book about enchantment, a profound book about fairy tales."—John Updike, The New York Times Book Review Bruno Bettelheim was one of the great child psychologists of the twentieth century and perhaps none of his books has been more influential than this revelatory study of fairy tales and their universal importance in understanding childhood development. Analyzing a wide range of traditional stories, from the tales of Sindbad to "The Three Little Pigs," "Hansel and Gretel," and "The Sleeping Beauty," Bettelheim shows how the fantastical, sometimes cruel, but always deeply significant narrative strands of the classic fairy tales can aid in our greatest human task, that of finding meaning for one's life.

A much-praised memoir of living and surviving mental illness as well as "a stereotype-shattering look at a tenacious woman whose brain is her best friend and her worst enemy" (Time). Elyn R. Saks is an esteemed professor, lawyer, and psychiatrist and is the Orrin B. Evans Professor of Law, Psychology, Psychiatry, and the Behavioral Sciences at the University of Southern California Law School, yet she has suffered from schizophrenia for most of her life, and still has ongoing major episodes of the illness. The Center Cannot Hold is the eloquent, moving story of Elyn's life, from the first time that she heard voices speaking to her as a young teenager, to attempted suicides in college, through learning to live on her own as an adult in an often terrifying world. Saks discusses frankly the paranoia, the inability to tell imaginary fears from real ones, the voices in her head telling her to kill herself (and to harm others), as well as the incredibly difficult obstacles she overcame to become a highly respected professional. This beautifully written memoir is destined to become a classic in its genre.

A surprising, and entertaining, explanation of how the words we use (even the ones we don't notice) reveal our personalities, emotions, and identities.

Citing a rise in such factors as cosmetic surgery, status-related debt and misrepresented Facebook profiles, a cautionary report on the increase of unhealthy ego-related behaviors examines its actual cost to families, organizations and societies. By the author of Generation Me. Even world-class companies, with powerful and proven business models, eventually discover limits to growth. That's what makes emerging high-growth industries so attractive. Although they lack a proven formula for making a profit, these industries represent huge opportunities for the companies that are fast enough and smart enough. But constructing tomorrow's businesses while simultaneously sustaining excellence in today's, demands a delicate balance. It is a quest fraught with contradiction and paradox. Until now, there has been little practical guidance. Based on an in-depth, multiyear research study of innovative initiatives at ten large corporations, Vijay Govindarajan and Chris Trimble identify three central challenges: forgetting yesterday's successful processes and practices; borrowing selected resources from the core business; and learning how the new business can succeed. The authors make recommendations regarding staffing, leadership roles, reporting relationships, process design, planning, performance assessment, incentives, cultural norms, and much more. Breakthrough growth opportunities can make or break companies and careers. Ten Rules for Strategic Innovators is every leader's guide to execution in unexplored territory.

A fascinating journey into the hidden psychological influences that derail our decision-making, Sway will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In Sway, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most

powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

You know the feeling. You meet someone new—at a party or at work—and you just hit it off. There is an instant sense of camaraderie. In a word, you “click.” From the bestselling authors of *Sway*, *Click* is a fascinating psychological investigation of the forces behind what makes us click with certain people, or become fully immersed in whatever activity or situation we’re involved in. From two co-workers who fall head over heels for each other while out to dinner and are married a month later (and fifteen years later remain just as in love), to a team of scientists who changed the world with the magic of their invention, these kinds of peak experiences, when our senses are completely focused on the moment, are something that individuals—and companies—strive to achieve. After all, when you’re in the “zone,” you’re happier and more productive. Why is it that we click in certain situations and with certain people, but not with others? Can this kind of magical connection be consciously encouraged? Is there a way to create such peak experiences, whether on a date or in your job? According to Ori and Rom Brafman, there is. In a powerful, story-driven narrative that weaves together cutting-edge research in psychology and sociology, the Brafmans explore what it means to “click”: the common factors present when our brain and senses are fully engaged. They identify five “accelerators” that increase the likelihood of these kinds of magic connections in our work and relationships. From actors vying for a role on a popular TV series to police officers negotiating with hostage takers, we learn how one can foster an environment where we can click with another person and shape our thinking, behavior, and emotions. A fascinating journey into how we engage with the world around us, *Click* will transform our thinking about those moments when we are in the zone and everything seems to fall into place. Acclaim for *Sway*: “A provocative new book about the psychological forces that lead us to disregard facts or logic and behave in surprisingly irrational ways.” –New York Times “A unique and compulsively readable look at unseen behavioral trends.” –Fortune “A breathtaking book that will challenge your every thought, *Sway* hovers above the intersection of *Blink* and *Freakonomics*.” –Tom Rath, coauthor of the New York Times #1 bestseller *How Full Is Your Bucket?* “[An] engaging journey through the workings—and failings—of the mind... Their stories of senselessness... are as fascinating as the lessons we learn from them.” –Fast Company “Count me swayed—but in this instance by the pull of entirely rational forces. Ori and Rom Brafman have done a terrific job of illuminating deep-seated tendencies that skew our behavior in ways that can range from silly to deadly. We’d be fools not to learn what they have to teach us.” –Robert B. Cialdini, author of New York Times bestseller *Influence* “If you think you know how you think, you’d better think again! Take this insightful, delightful trip to the sweet spot where economics, psychology, and sociology converge, and you’ll discover how our all-too-human minds actually work.” –Alan M. Webber, founding editor of Fast Company A WALL STREET JOURNAL BEST-SELLING BOOK NAMED BY THE WASHINGTON POST AS ONE OF THE 11 LEADERSHIP BOOKS TO READ IN 2018 *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership* examines today’s leadership landscape and describes the change it demands of leaders. Dempsey and Brafman persuasively explain that today’s leaders are in competition for the trust and confidence of those they lead more than ever before. They assert that the nature of power is changing and should not be measured by degree of control alone. They offer principles for adaptation and bring them to life with examples from business, academia, government, and the military. In building their argument, Dempsey and Brafman introduce several concepts that illuminate both the vulnerability and the opportunity in leading today: *Radical Inclusion*. Fear of losing control in our fast-paced, complex, highly scrutinized environment is pushing us toward exclusion? exactly the wrong direction. Leaders should instead develop an instinct for inclusion. The word “radical” emphasizes the urgency of doing so. *The Era of the Digital Echo*. The speed and accessibility of information create “digital echoes” that make facts vulnerable, eroding the trust between leader and follower. *Relinquishing Control to Preserve Power*. Power and control once went hand in hand, but no longer. In today’s environment, control is seductive but unlikely to produce optimum, affordable, sustainable solutions. Leaders must relinquish and share control to build and preserve power. The principles discussed in *Radical Inclusion* are memorable and the book is full of engaging stories. From a young vegan’s confrontation with opponents in Berkeley to a young lieutenant’s surprising visitor during the Cold War, from a reflection on the significance of Burning Man to a discussion of challenges faced in the Situation Room, *Radical Inclusion* will provide you with leadership tools to address real leadership challenges.

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