

## The Accidental Creative How To Be Brilliant At A Moments Notice

A practical guide for inexperienced marketers who have to develop a marketing strategy With technology being built into products of all kinds, many businesses are hiring scientists, engineers, and designers to fulfill strategic marketing and product management roles. The Accidental Marketer is a practical guide for employees who are now responsible for developing strategy. These marketers will be able to immediately and successfully apply the ten tools featured in the book to create powerful strategies that increase sales and profits for any product in any industry. Explains how great marketers uncover insights about customers that competitors miss and use new insights to create a range of strategic options for their marketing plans Shows how the best marketers execute their strategies through developing innovative branding and communication plans and value propositions The Accidental Marketer allows any inexperienced marketer to step into a new role and develop an effective strategy.

"Most of us live with the stubborn idea that we'll always have tomorrow. But sooner or later all of our tomorrows will run out. Each day that you postpone the hard work and succumb to the clutter that chokes creativity, discipline, and innovation will result in a net deficit to the world, to your company, and to yourself. Die Empty is a tool for individuals and companies that aren't willing to put off their best work. Todd Henry explains the forces that keep people in stagnation and introduces a three-part process for tapping into your passion: Excavate: Find the bedrock of your work to discover what drives you. Cultivate: Learn how to develop the curiosity, humility, and persistence that save you from getting stuck in ruts. Resonate: Learn how your unique brilliance can inspire others"--

A courageous memoir revealing a perfect life and marriage gone wrong and how the author overcame her setbacks to become a celebrated chef and businesswoman. Includes recipes.

Develop Your Own Creative Business Ideas Lessons From Top Creative Business Entrepreneurs Remember how your parents told you that you could be anything you wanted when you were growing up? This is what they were talking about. These people are living proof that you can be anything and that anyone can be an innovator. 25 Powerful Lessons To Fire Up Your Creative Confidence In this book, we will examine the top twenty most creative thinkers in the world today. We'll take a brief look at who they are and what they do. Don't miss the last chapter when we put together a list of the top twenty-five lessons we can learn from these creative thinkers. In this book you'll learn: How a dental equipment sales rep found an opportunity in customers experiences with wait times, pricing, and shoddy equipment and turned it into a thriving dental clinic business How a royal princess and CEO of a company in one of the most traditional countries on earth, empowered women in workforce An Latin American entrepreneur creates a technology start-up accelerator An entrepreneur creates an app that creates 3.5 billion views per month How an Internet image sharing start-up simply tweaked an old idea but made it better How an app saved 500,000 lbs of food being thrown in dumpster and made it for-profit company that helps other for-profit companies donate food, reduce disposal costs and lower their taxes And much more

Adam Steltzner is no ordinary engineer. His path to leadership was about as unlikely as they come. A child of beatnik parents, he barely made it through school. He blew off college in favour of work at a health food store and playing bass in a band, but after discovering an astonishing gift for maths and physics, he ended up helping a group of scientists land the heaviest rover in the history of space exploration on Mars. This is the story of the teamwork, drama and extraordinary feats of innovation at the Jet Propulsion Lab that culminated in that landing in 2012.

A life lesson that all parents want their children to learn: It's OK to make a mistake. In fact, hooray for mistakes! A mistake is an adventure in creativity, a portal of discovery. A spill doesn't ruin a drawing—not when it becomes the shape of a goofy animal. And an accidental tear in your paper? Don't be upset about it when you can turn it into the roaring mouth of an alligator. An award winning, best-selling, one-of-a-kind interactive book, Beautiful Oops! shows young readers how every mistake is an opportunity to make something beautiful. A singular work of imagination, creativity, and paper engineering, Beautiful Oops! is filled with pop-ups, lift-the-flaps, tears, holes, overlays, bends, smudges, and even an accordion "telescope"—each demonstrating the magical transformation from blunder to wonder.

Sy Middleton, a teenager living in Manhattan, enters a secret world when he is initiated into Earth-tribe and becomes a Triber. In the Middle Realm, Tribers from Earth-, Fire-, Air- and Water-tribe train to enhance their powers and compete in monthly Lunar Festivals. The Zodiac Council has protected the Lower and Middle Realms from the Darkforce for thousands of years, but the balance of power has shifted, placing humanity at risk. The Darkforce has stolen the Book of Dreams. Sy and his friend Joshua Ryderson embark on a quest to find it...

Give your employees something good to talk about. Emmy Award-winning speaker Clint Pulver--aka the Undercover Millennial--shares insights gleaned from more than ten thousand undercover interviews with employees across the country, revealing the best methods for identifying talent, building a sense of ownership, and developing a successful workplace culture that employees will love. You'll also learn the number one driver of employee turnover (spoiler: it has everything to do with you!), what you can do to stop an exodus, and how to build a team that really works. Soon, you'll be recognizing possibilities where others see problems, and capturing the power of small moments to create a meaningful legacy. Your company can be a place where people don't just survive, but thrive. I Love It Here shows you how.

Creative Stress reveals with precision how we can and must transmute negative stress so that we can evolve individually and collectively. It offers the reader a steady climb to

the higher reaches of human creativity and fulfillment, and is packed with compelling stories from O'Dea's exceptionally rich experience.

When Rennie's parents die in a freak accident, he does what he knows they would have wanted and buries them in their homeland, Puerto Rico, the island of enchantment. There, in the small town they grew up in, he's in for another shock: the woman who raised him was not his biological mother. His birth mother, Julia, is beautiful, elegant and a high-powered attorney. She wants to get to know the son she gave up many years before, but Rennie is still grieving and unable to accept the truth. Adrift, with no family in New York and haunted by memories, Rennie is swayed by Julia's constant pleading that he move to the island. A teaching job at a college in Puerto Rico decides it, and he finds himself flying "home" to a place and culture he knows only through his parents' recollections. Once there, his mother is determined to educate him on the island's culture and history, and he quickly learns there are several holes in his cultural encyclopedia. Life on the island isn't like in the U.S., and Rennie's workplace is no exception. The university is woefully behind in terms of technology, his students aren't eager to learn English, they're frequently on strike and the department chair isn't thrilled to have a Nuyorican on staff. Most disturbing, though, is the rumor that numerous faculty and staff are dying from cancer because the campus is a former U.S. military base where toxic ammunitions have been buried. Rennie soon finds himself working to expose the government's lies, though he risks losing his job, his home and even the woman he loves. In his debut novel, J.L. Torres captures the conflict and challenges experienced by Puerto Ricans returning to their "homeland."

Seriously . . . another book that tells you how to live a good life? Don't we have enough of those? You'd think so. Yet, more people than ever are walking through life disconnected, disengaged, dissatisfied, mired in regret, declining health, and a near maniacal state of gut-wrenching autopilot busyness. Whatever is out there isn't getting through. We don't know who to trust. We don't know what's real and what's fantasy. We don't know how and where to begin and we don't want to wade through another minute of advice that gives us hope, then saps our time and leaves us empty. How to Live a Good Life is your antidote; a practical and provocative modern-day manual for the pursuit of a life well lived. No need for blind faith or surrender of intelligence; everything you'll discover is immediately actionable and subject to validation through your own experience. Drawn from the intersection of science, spirituality, and the author's years-long quest to learn at the feet of masters from nearly every tradition and walk of life, this book offers a simple yet powerful model, the "Good Life Buckets" —spend 30 days filling your buckets and reclaiming your life. Each day will bring a new, practical yet powerful idea, along with a specific exploration designed to rekindle deep, loving, and compassionate relationships; cultivate vitality, radiance, and graceful ease; and leave you feeling lit up by the way you contribute to the world, like you're doing the work you were put on the planet to do. How to Live a Good Life is not just a book to be read; it's a path to possibility, to be walked, then lived.

The ultimate guide to leading remote employees and teams, tackling the key challenges that managers face—from hiring and onboarding new members to building culture remotely, tracking productivity, communicating speedily, and retaining star employees

Welcome to the Age of Creatives, where more and more makers, designers, writers, and artists are in demand. Learn how to succeed at managing other creatives ... once you understand the new strategies and mindset that are required. For creators, getting that promotion to management is exciting but can also be scary. The skills that made them so successful may not translate to the skill required to be a great manager, and this gets even more complicated when managing other creatives who often don't thrive under traditional management procedures. Creative Directions is a management masterclass in which readers attend lectures and seminars as they learn from some of the best in the business, including directors Ava DuVernay (When They See Us) and Joe Russo (Avengers: Endgame); two-time Academy Award-winning editor Angus Wall (The Social Network); executive producers from hit TV shows like The Simpsons and GLOW; and creative directors and leaders at businesses like Amazon, Apple, Disney, TikTok, and more. All of these lessons are provided in an attractive, easily accessible format so that readers can open the book to any page and find some actionable or inspirational insight or strategy. Readers will: Receive essential guidance on how to master the delicate balance required to successfully lead a creative team, like how to relinquish control while keeping the focus where it needs to be. Learn from star creative leaders in the entertainment industry on essential lessons they learned on their path to success. Gain insights on how to balance mastering the new skills you need as a leader with finding the time and energy to focus on the creative work you love. Enjoy the snackable, easy-reference format that makes the lessons easy to implement and apply.

How the world's leading innovators push their ideas to fruition again and again Edison famously said that genius is 1 percent inspiration, 99 percent perspiration. Ideas for new businesses, solutions to the world's problems, and artistic breakthroughs are common, but great execution is rare. According to Scott Branson, the capacity to make ideas happen can be developed by anyone willing to develop their organizational habits and leadership capability. That's why he founded Behance, a company that helps creative people and teams across industries develop these skills. Branson has spent six years studying the habits of creative people and teams that are especially productive—the ones who make their ideas happen time and time again. After interviewing hundreds of successful creatives, he has compiled their most powerful—and often counterintuitive—practices, such as:

- Generate ideas in moderation and kill ideas liberally
- Prioritize through nagging
- Encourage fighting within your team

While many of us obsess about discovering great new ideas, Branson shows why it's better to develop the capacity to make ideas happen—a capacity that endures over time.

"Do what you can to help your children's imaginations to grow and flourish - encourage activities which feed their imaginations" Sir Ken Robinson, 2008. This quotation inspired the authors to think about sharing their life-long collection of tried and true creativity activities and resources. Their engaging and provoking book, The Creativity Crusade, is a

result of these efforts. It provides the strategies and mindsets needed to nurture and protect children's creativity! The book begins with questions for parents to ponder: What are the most important elements that should be included in your child's education to prepare them for the future? How much longer can America hold on to its innovative status with the testing culture that currently exists in our classrooms? What role can you, as a parent, play in nurturing and supporting your child's creativity? The authors provide innovative - practical - researched-based - suggestions from both their classroom and parenting experiences. Rest assured, the activities, methods and tools presented in this book will give you the confidence and knowledge to start making a difference in how your children experience life, learning and happiness. And finally, the authors invite you to join their Creativity Crusade for every child, every parent, every grandparent, every home, EVERY DAY! "This book is refreshing. I know schools cannot be expected to take charge of fostering creativity in children and teenagers anytime soon. Parents own this responsibility. This whole idea intrigues me. I'm reading this with a highlighter and sticky notes." With few exceptions, scholarship on creativity has focused on its positive aspects while largely ignoring its dark side. This includes not only creativity deliberately aimed at hurting others, such as crime or terrorism, or at gaining unfair advantages, but also the accidental negative side effects of well-intentioned acts. This book brings together essays written by experts from various fields (psychology, criminal justice, sociology, engineering, education, history, and design) and with different interests (personality development, mental health, deviant behavior, law enforcement, and counter-terrorism) to illustrate the nature of negative creativity, examine its variants, call attention to its dangers, and draw conclusions about how to prevent it or protect society from its effects.

There's no lack of people out there telling you to find your passion and dream big. But why does it seem like when we try, we so often end up more lost and overwhelmed than when we started? Liz Forkin Bohannon wants you to rethink everything you've been told about finding your passion and following your dreams. Why? Hate to break it to you, but you're likely never going to "find your passion." Because your passion and purpose are something you build--actively--day by day. In her signature tell-it-like-it-is fashion, Liz shares 14 actionable principles that will teach you how to do just that. With total transparency, Liz shares hilarious and heartbreaking stories of her journey of screwups and successes that illustrate the mindsets and principles that will give you a jolt of energy, inspiration, and direction toward your True North. By embracing your Inner Beginner, dreaming small, choosing curiosity over criticism, and so much more, Liz's story and the principles of Beginner's Pluck will have you on your way to building a life of purpose, passion, and lasting impact. Ready to rise to the occasion? It's time to make this life everything you want it to be. \*\*\*\*\* "Brave, practical, and true, Liz shares her magical journey for anyone brave enough (and generous enough) to want to go on the journey of a lifetime."--Seth Godin "I met Liz more than a decade ago in Gulu, Uganda. Beginner's Pluck is a thoughtful book about what Liz has been strategically doing in the world, not merely optimistically hoping for. Her authentic voice is one I trust because I've seen what she's done. As you flip these pages, you won't want to be more like Liz. Instead, you'll want to figure out what your next steps are to release your passions, hopes, and love into a world which is in desperate need of someone just like you to engage it."--Bob Goff, hon. consul for the Republic of Uganda and author New York Times bestsellers Love Does and Everybody Always "I am SO VERY GLAD this book exists. We have long needed Liz's expert voice speaking into the minds of dreamers and doers, the ones who have the ideas and want to execute, and the ones who are exhaustedly executing. We want purpose in our day, and Liz does it with her life and teaches it here."--Annie F. Downs, bestselling author of 100 Days to Brave and Remember God

Have you ever struggled to understand what it means to be CREATIVE? This EBook will guide you and unlock your critical creative mind, unraveling innovation and inspire your productivity through simple, proven exercises and concepts. On your way to success you will complete the interactive steps needed to unleash your creative thinking that nobody has been able to press upon you before. Writing tricks, visualization hacks, and practical mental puzzles will improve your being by boosting the artist inside. I encourage you to steal the art based activities and suggestive projects because they will calm and stop your creators block related to fears and stress. It will feel like meditation, or as I sometimes call it gourmet relaxation. Included are tips for a healthy brain that won't feel like anything fitness related that will develop the wired training you seek to unlock the power inside. This book will bring you success when it comes to stomping past creative blocks with presidential authority. You will harness your mental power patterns and unlock the big creative genius designs within. You will take on a "Nikola Tesla" view of invented creation by crafting your magnificent imagination. No longer will your lazy practices leave you on the partially warm side of contemplation worrying over your assorted challenges. I bring you "The Magic of Creativity: Coloring Your Story With a Creative Life" In this book you will learn... -A Beginners guide to understanding Creativity and how to unleash the inner YOU! -The different types of Creative thinkers -The Power of Creativity and Imagination -How to measure Creative intelligence -Understanding Creative "blocks" and how they are beneficial -The POWER of critical thinking and why NOW is the time to innovate and much much more! -Included is a handful of FREE exercises to take your creativity to the next level \*\*\*DOWNLOAD THIS EBOOK NOW!!!\*\*\* Tags: Anxiety, Management, self help, fitness, health and wellness, take control, self discipline, regaining freedom, blank pages, note taking, Self management, fear, conquer challenges, positive thinking, gratitude, affirmations, love, your, weight, pounds, you, lose, languages, days, serial, killers, your, life, love, self, book, guide, personal, magic, negative, powerful, Creativity, creative, unleashing the beast within, Creative intelligence, business, finance, niche research,

Develop and harness a powerful, sustainable word-of-mouth movement How did the 360-year-old scissor company, Fiskars, double its profit in key markets just by realizing its customers had already formed a community of avid scrapbookers? How is Best Buy planning to dominate the musical instruments market? By understanding the Brains on Fire model of tapping movements and stepping away from the old-school marketing "campaign" mentality. Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. It takes you step-by-step through the necessary actions needed to start your own authentic movement. Develop and harness a powerful, sustainable, word-of-mouth movement Describes 10 lessons to master and create a powerful, sustainable movement The Brains on Fire blog is often ranked in the top 100 of AdAge's Power 150 Marketing Blogs

The creator of a leading business podcast by the same name outlines a practical method for tapping one's creative potential in order to generate effective ideas without undue stress, providing coverage of such strategies as beginning with an end goal in mind and managing energy efficiently. 20,000 first printing.

Executive coaches and #1 bestselling authors of All In and The Carrot Principle offer insight and advice in this practical eight-step guide both managers and employees can use to reduce work anxiety in the office and at home. Have you ever dreaded Sunday night, got a pit in your stomach on the way to work, or had your heartbeat speed up at the sound of your boss's voice? If so, you may have had anxiety at work. In this empathetic and wise guide, executive coaches and gurus of gratitude Adrian Gostick and Chester Elton explore the causes of workplace stress and anxiety and the management practices that have proven successful in reducing tension and cultivating calm. If you're a manager, how do you keep up with demands while creating a stress-free work atmosphere? How can you spot rising anxiety levels in your people? If your employees feel overwhelmed or worried about the future, what can you do to ease their concerns? How do you engage in productive conversations about emotions in uncertain times?

Anxiety at Work builds on the authors' vast knowledge and experience working with the leadership teams of some of the world's most successful organizations to offer effective strategies that can make any workplace better, helping supervisors and their employees: Weather uncertainty Balance overload Beat perfectionism Build confidence Create and sustain an environment that fosters resilience Strengthen strong social bonds In today's volatile, fast-paced, and ever-changing global climate, organizations and their employees are under more pressure than ever to perform. Anxiety at Work shows how everyone at all levels can work together to build an environment that fosters camaraderie, productivity, and calm.

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Here is a new text that fulfills an emerging need in both higher and public education and stands to break new ground in addressing critical skills required of graduates. When working on their last book, It Works for Me, Creatively, the authors realized that the future belongs to the right-brained. While Daniel Pink and other visionaries may have oversimplified a bit, higher education is ripe for the creative campus, while secondary education is desperately seeking a complement to the growing assessment/teach-to-the-test mentality. You don't have to study the 2010 IBM survey of prominent American CEOs to know that the number one skill business wants is students who can think creatively. To meet the demand of new courses, programs, and curricula, the authors have developed a 200-page "textbook" suitable for secondary or higher education courses that are jumping on this bandwagon. Introduction to Applied Creative Thinking, as the title suggests, focuses not on just developing the skills necessary for creative thinking, but on having students apply those skills; after all, true creative thinking demands making something that is both novel and useful. Such a book may also be used successfully by professional developers in business and education. For this book, Hal Blythe and Charlie Sweet are joined in authorship by Rusty Carpenter. He not only directs Eastern Kentucky University's Noel Studio for Academic Creativity but has co-edited a book on that subject, Higher Education, Emerging Technologies, and Community Partnerships (2011) and the forthcoming Cases on Higher Education Spaces (2012). Introduction to Applied Creative Thinking is student-friendly. Every chapter is laced with exercises, assignments, summaries, and generative spaces. Order copies now or contact the publisher for further information.

The definitive playbook for driving impact as a middle manager Leading from the Middle: A Playbook for Managers to Influence Up, Down, and Across the Organization delivers an insightful and practical guide for the backbone of an organization: those who have a boss and are a boss and must lead from the messy middle. Accomplished author and former P&G executive Scott Mautz walks readers through the unique challenges facing these managers, and the mindset and skillset necessary for managing up and down and influencing what happens across the organization. You'll learn the winning mindset of the best middle managers, how to develop the most important skills necessary for managing from the middle, how to create your personal Middle Action Plan (MAP), and effectively influence: Up the chain of command, to your boss and those above them Down, to your direct reports and teams who report to you Laterally, to peers and teams you have no formal authority over Anyone in an organization who reports to someone and has someone reporting to them must lead from the middle. They are the most important group in an organization and have a unique opportunity to drive impact. Leading from the Middle explains how.

Clutter has a negative effect on your life. You want to live differently, but you haven't been able to make progress. Marcie Lovett, author of The Clutter Book, will motivate you to make the changes you want. Learn to let go of what you don't need and find room for what you value. The direct, accessible writing style and interactive exercises will inspire you to succeed. In this book, Marcie guides you through the process of letting go of the clutter that is keeping you from achieving success. Whether your clutter is caused by things, commitments or thoughts, Marcie encourages you to make the choices to conquer your challenges. If previous attempts at letting go of clutter have not been successful for you, you will benefit from the motivation and wisdom Marcie offers. Written in a straightforward and accessible style, filled with insight and real-life stories, the book enables readers to learn from the experience of others and overcome obstacles to success. You will understand why you keep clutter, save time and money by avoiding unnecessary purchases, discover the habits that hold you back, find ways to fight procrastination and create systems that allow you to retrieve and return items. Whether you want to live with less or live with what you have, this is the book for you.

Have better ideas, faster, without the stress and burnout. It isn't enough to just do your job anymore. In order to thrive in today's marketplace, all of us-even the accountants-have to be ready to generate brilliant ideas on demand. Business creativity expert Todd Henry explains how to establish effective practices that unleash your creative potential. Born out of his consultancy and his popular podcast, Henry has created a practical method for discovering your personal creative rhythm. He focuses on five key elements:

- Focus: Begin with your end goal in mind.
- Relationships: Build stimulating relationships and ideas will follow.
- Energy: Manage it as your most valuable resource.
- Stimuli: Structure the right "inputs" to maximize creative output.
- Hours: Focus on effectiveness, not efficiency. This is a guide for staying inspired and experiencing greater creative productivity than you ever imagined possible.

From the cofounder of Square, an inspiring and entertaining account of what it means to be a true entrepreneur and what it takes to build a resilient, world-changing company In 2009, a St. Louis glassblowing artist and recovering computer scientist named Jim McKelvey lost a sale because he couldn't accept American Express cards. Frustrated by the high costs and difficulty of accepting credit card payments, McKelvey joined his friend Jack Dorsey (the cofounder of Twitter) to launch Square, a startup that would enable small merchants to accept credit card payments on their mobile phones. With no expertise or experience in the world of payments, they approached the problem of credit cards with a new perspective, questioning the industry's assumptions, experimenting and innovating their way through early challenges, and achieving widespread adoption from merchants small and large. But just as Square was taking off, Amazon launched a similar product, marketed it aggressively, and undercut Square on price. For most ordinary startups, this would have spelled the end. Instead, less than a year later, Amazon was in retreat and soon discontinued its service. How did Square beat the most dangerous company on the planet? Was it just luck? These questions motivated McKelvey to study what Square had done differently from all the other companies Amazon had killed. He eventually found the key: a strategy he calls the Innovation Stack. McKelvey's fascinating and humorous stories of Square's early days are blended with historical examples of other world-changing companies built on the Innovation Stack to reveal a pattern of ground-breaking, competition-proof entrepreneurship that is rare but repeatable. The Innovation Stack is a thrilling business narrative that's much bigger than the story of Square. It is an irreverent first-person look inside the world of entrepreneurship, and a call to action for all of us to find the entrepreneur within ourselves and identify and fix unsolved problems--one crazy idea at a time.

From bestselling author of The \$100 Startup and Side Hustle comes Chris Guillebeau's engaging story about the power you have to create your own financial destiny. Like financial classics The Latte Factor and The Richest Man in Babylon, The Money Tree uses a compelling story with captivating characters to share its core insight: you are never at the mercy of fortune as long as you have an appetite for hard work and a willingness to step outside your comfort zone. Jake Aarons is in trouble. He's being evicted from his apartment in less than 30 days, the bill for his

\$50,000 in overdue student loans is almost due, and the digital marketing agency he works at just implemented a new military-style grading system that might cost him his job. To top it off, Jake's new relationship with Maya was going so well... but with everything else falling down around him, he might lose her, too. In search of answers, Jake reluctantly attends a weekly group meeting at the invitation of a coworker. Everyone in the group is trying to create a lucrative side hustle with one key requirement: they can only spend up to \$500 before earning a profit. Over the course of several weeks, Jake undertakes a series of challenges, first learning how to make \$1,000 in a single weekend, and ultimately how to discover the untapped skills he needs to take control of his finances--and his life.

Aster is bored at her new home in the mountains in the middle of nowhere--until she meets an odd old shepherdess and her woolly dogs, a sneaky trickster, and an angry fox.

Teaches readers how to develop an authentic voice in their work, regardless of occupation, and argues that developing an authentic voice will lead to success and greater job satisfaction.

"Raegan Moya-Jones is one of today's most fascinating entrepreneurs. Ten years ago, seeing a huge opening in the baby products market, she started aden + anais, which introduced cotton muslin swaddles to the U.S. On the heels of that success she's now launching another idea, Saint Luna, a boutique liquor company poised to turn the stereotype of moonshine on its head.

This book is the story of her entrepreneurial journey: how she stopped holding herself back and learned to go after her dreams. The John Burroughs quote "Leap, and the net will appear" has been Moya-Jones' guiding principle in business. But she wasn't always that bold. She was a party girl in high school in Australia, then ended up dropping out of college. When she finally got her act together, she went into sales, but quickly realized the corporate world wasn't for her. It was obvious that her (mostly male) bosses didn't like being challenged by an outspoken Aussie chick. So she decided to start a company, on her own terms. But instead of quitting her sales executive job at the Economist right away, she quietly built her business every night after putting her young daughters to bed. And when aden + anais reached \$1 million in revenue in less than two years, she was finally ready to make the leap. Today her little company is a thriving global brand, and Raegan has moved on to make another entrepreneurial leap. This empowering story will show the hopeful entrepreneur or career changer that she doesn't have to know it all--as long as she's willing to leap. If Raegan can do it, anyone can"--

Avi Steinberg is stumped. After defecting from yeshiva to attend Harvard, he has nothing but a senior thesis on Bugs Bunny to show for himself. While his friends and classmates advance in the world, Steinberg remains stuck at a crossroads, his "romantic" existence as a freelance obituary writer no longer cutting it. Seeking direction (and dental insurance) Steinberg takes a job running the library counter at a Boston prison. He is quickly drawn into the community of outcasts that forms among his bookshelves—an assortment of quirky regulars, including con men, pimps, minor prophets, even ghosts—all searching for the perfect book and a connection to the outside world. Steinberg recounts their daily dramas with heartbreak and humor in this one-of-a-kind memoir—a piercing exploration of prison culture and an entertaining tale of one young man's earnest attempt to find his place in the world.

Everything you need to know to look after yourself to bring about and maintain perfect health, prosperity, wealth, happiness, quality of life and longevity. It reveals that we are, without realising, not doing enough or the right things to protect our health and prosperity which is equally extremely damaging to nature, wildlife, oceans, sea-life, fresh springs, waterways and air, and us. The Book by Linde utilises new and ancient knowledge from around the world, over the millennia identifying what changes we need to make to enhance every aspect of our lives with simple solutions for almost every situation. It is your most powerful contribution to protecting, nurturing and saving our planet. In summary, 'THE BOOK' Consists of Six Chapters which incorporates a summary within each one: Lifestyle; Food & Nutrition; Medical Care; Mind; Water; and Now Live the final chapter which you can cast your eye over first as it is a synopsis of the complete works. It is highly recommend to read from cover to cover but, it is packed with valuable information to just use as a Reference Manual on a day to day basis. Teaches you how to look after your body and mind to ultimately prevent illness, but also to help regain and maintain perfect health; Provides countless number of practical, realistic & simple tips to easily adopt into your day to day lifestyle improving quality of life, saving time & money and gaining longevity; Fuses together specialised areas in health & mind, lifestyle & environment under one cover; Identifies our day to day toxic exposures that we are unaware of and provides successful resolutions; Gives you complete fundamental knowledge and awareness, to use your courage to take responsibility for your life enhancing your health, prosperity and happiness; Provides you with ancient knowledge and practices to new, from science including quantum physics, to philosophy, psychology, and important detail on nutrition, exercise, energies and medicine; Is very current, answering all the conflicting hype about diets, the next super food or the bad effects of conventional drugs or sugar that are in the media weekly, even daily; For more information please visit [www.thebookbook.co.uk](http://www.thebookbook.co.uk)

From the author of Die Empty and The Accidental Creative, a new framework for understanding what motivates us and why. What drives us to unleash our best work? And how do we tap into that drive to get superior results with our managers, coworkers, and direct reports? As Todd Henry reveals in this illuminating book, drawing on decades of research and interviews with over 100,000 people, the answer is not one size fits all: some people are energized by a race against the clock, while others put in extra effort only when they feel part of a team. For still others, nothing is as motivating as the possibility of public recognition. Henry shows, in fact, that there are twenty-seven "motivational themes", each with its own unique DNA. For instance: · Those driven to Achieve Potential strive to build an ideal future, even when others may not see as far ahead. · Those needing to Overcome must conquer whatever obstacles come their way, no matter how difficult or time-consuming. · Those who strive to Comprehend and Express are obsessed with mastering new skills and showing off what they know--which is often a lot. · Those who want to Make It Right thrive when systems are running smoothly and usually know the "proper way" to do things. The Motivation Code teaches us to decode our Core Motivation so that we can have conversations, make decisions, and even choose career paths that lead us to experience engagement and fulfillment. Once we know how to activate our inner drivers, we can transform the work we do into work we love.

It could happen today. You are called into the office, and the boss tells you that due to unforeseen circumstances, starting today you will be in charge of a team, a project, an office, a committee, or a business unit. Without any warning (or preparation on your part) you've become an accidental leader. If you have been thrust into a position of sudden responsibility, you need The Accidental Leader. This book is a first aid kit that gives you the information and inspiration you need to Know what you bring to the challenge— your pluses and minuses Define success and achieve it Get other people on your side Overcome your natural shortcomings Get organized— right now See through the apparent system to the culture within Direct people and get them to act The Accidental Leader is your lifeline to leadership success. It is filled with practical answers to the many leadership questions that you will face.

A fresh, insightful guide to reading body language in the post-digital age Whether you're at a job interview or a cocktail party, searching LinkedIn or swiping right on a dating site, you want (no—need) to understand what people are really thinking, regardless of what they're saying. Understanding what others are trying to tell you with their posture, hand gestures, eye contact (or lack thereof) or incessant fiddling with their iPhone might all be even more important than what you're projecting yourself. Do they plan on making a deal with your company? Are they lying to you? Can you trust this person with your

most intimate secrets? Knowing what others are thinking can tell you when to run with an opportunity and when not to waste your time, whether at work, in a crucial negotiation or on a promising first date. Bestselling authors Mark Bowden and Tracey Thomson, principals at the communications company Truthplane, illustrate the essential points of body language with examples from everyday life, leavened with humour and insights that you can use to your advantage in virtually any situation.

You want to change the world. You want your work to have meaning. Maybe you're even audacious enough to want saving the world to be fun. What if saving the Earth were a game? Not just any game, but the greatest game we've ever played. This workbook helps social and environmental change professionals learn how to implement powerful techniques from the fields of game design, behavioral psychology, design, data science, and storytelling, that are not only proven to have impact, but also can make your project fun. In a 10-step framework of exercises, tutorials, and case studies, How to Save the World will teach you the art of changing the world--and it's often not what you think. Did you know that just by putting a sign above a recycling bin that showed people the number of cans inside increased the recycling rate by 67 percent? Or when people standing in line at a café were told that other customers before them had ordered a vegetarian meal, that this simple intervention doubled the total rate of vegetarian meal orders? As you implement these academically researched and measurement-driven techniques, How to Save the World will drive you to dig into your creativity and unearth your greatest ideas that shift the numbers on the causes you most care about, so you can experience the joy and satisfaction of seeing your work really, actually change the world every single day.

Discover how to change the lives of the people around you In You Can Change Other People, the world's #1 executive coach, Peter Bregman, and Howie Jacobson, Ph.D., share the Four Steps to help the people around you make positive change — even if they've been stuck for years. The authors rely on over 50 years of collective professional experience to show you exactly what to say to influence those around you for the better. Changing the way you talk will stop you from being perceived as a critic, and turn you into a welcomed and effective ally. You'll learn how to: Disarm their defensiveness and increase their confidence to act Turn people's biggest problems into even bigger opportunities Ensure accountability and follow through without making them dependent on you No one wants to be changed; but change and personal growth are critical to success, and more importantly, to a fulfilled life. You Can Change Other People is a must-read for those who want to improve their impact with co-workers, family members, and everyone in between.

A practical handbook for every manager charged with leading teams to creative brilliance, from the author of The Accidental Creative and Die Empty. Doing the work and leading the work are very different things. When you make the transition from maker to manager, you give ownership of projects to your team even though you could do them yourself better and faster. You're juggling expectations from your manager, who wants consistent, predictable output from an inherently unpredictable creative process. And you're managing the pushback from your team of brilliant, headstrong, and possibly overqualified creatives. Leading talented, creative people requires a different skill set than the one many management books offer. As a consultant to creative companies, Todd Henry knows firsthand what prevents creative leaders from guiding their teams to success, and in Herding Tigers he provides a bold new blueprint to help you be the leader your team needs. Learn to lead by influence instead of control. Discover how to create a stable culture that empowers your team to take bold creative risks. And learn how to fight to protect the time, energy, and resources they need to do their best work. Full of stories and practical advice, Herding Tigers will give you the confidence and the skills to foster an environment where clients, management, and employees have a product they can be proud of and a process that works.

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