

Who The A Method For Hiring

Parameswaran Iyer, former Secretary to the Government of India, is best known for leading the implementation of the Swachh Bharat Mission (SBM) - Prime Minister Narendra Modi's flagship programme, which became the world's largest sanitation revolution. But Iyer is not your typical bureaucrat. With a far-from-usual career combining two distinguished tenures in the government and an eventful stint outside it, he likes to describe himself as an uncommon 'Insider-Outsider-Insider'. In *Method in the Madness*, he reflects on the unique path he chose - from cracking the IAS to becoming a globe-trotting World Bank technocrat, to playing the role of a coach to his professional tennis-playing children, to finally returning to India and implementing the SBM. Written with humour and wisdom, this is an inspiring read full of key management insights, practical career advice, and valuable life lessons that will resonate with readers across age groups and professions.

The embedding method is a way of solving the Schrödinger equation for electrons in a region of space joined to a substrate. It is a flexible method, as well as surface electronic structure, it can be used to study interfaces, adsorbates, conductance through molecules and confined electrons, and even used to calculate the energy distribution of electrons confined by nanostructures. Embedding can be applied to solving Maxwell's equations, leading to an efficient way of finding the photonic and plasmonic band structure. In this book, John Inglesfield reviews the embedding method for calculating electronic structures and its application within modern condensed matter physics research. Supplemented with demonstration programmes, codes and examples, this book provides a thorough review of the

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method and would be an accessible starting point for graduate students or researchers in physics and physical chemistry wishing to understand and use the method, or as a single up to date and authoritative reference source for those already using the method.

Simple ideas, turned into rich stories. This short, easy-to-use guidebook tells you exactly how to turn a fleeting story idea into a solid premise strong enough to carry an entire novel. Plotting a Novel: Developing Story Ideas will teach you: ? How to get more story ideas when your creative well seems to have run dry ? How to use mind mapping to decide which story idea is the best one ? How to develop the premise, the starting point for any novel Included within these pages is a bonus chapter on how to develop a premise for a non-fiction book. Also, you'll be able to download a list of 100 writing prompts to get you started. The two bestselling authors use the method outlined in this workbook, exactly as it's laid out in this quick read, to write their own novels. Get rid of writer's block forever. It's time to reclaim your creativity!

This monograph presents some theoretical and computational aspects of the parameterization method for invariant manifolds, focusing on the following contexts: invariant manifolds associated with fixed points, invariant tori in quasi-periodically forced systems, invariant tori in Hamiltonian systems and normally hyperbolic invariant manifolds. This book provides algorithms of computation and some practical details of their implementation. The methodology is illustrated with 12 detailed examples, many of them well known in the literature of numerical computation in dynamical systems. A public version of the software used for some of the examples is available online. The book is aimed at mathematicians, scientists and engineers interested in the theory and applications of computational dynamical systems.

In the years since the fourth edition of this seminal work was published, active research has

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developed the Finite Element Method into the pre-eminent tool for the modelling of physical systems. Written by the pre-eminent professors in their fields, this new edition of the Finite Element Method maintains the comprehensive style of the earlier editions and authoritatively incorporates the latest developments of this dynamic field. Expanded to three volumes the book now covers the basis of the method and its application to advanced solid mechanics and also advanced fluid dynamics. Volume Two: Solid and Structural Mechanics is intended for readers studying structural mechanics at a higher level. Although it is an ideal companion volume to Volume One: The Basis, this advanced text also functions as a "stand-alone" volume, accessible to those who have been introduced to the Finite Element Method through a different route. Volume 1 of the Finite Element Method provides a complete introduction to the method and is essential reading for undergraduates, postgraduates and professional engineers. Volume 3 covers the whole range of fluid dynamics and is ideal reading for postgraduate students and professional engineers working in this discipline. Coverage of the concepts necessary to model behaviour, such as viscoelasticity, plasticity and creep, as well as shells and plates. Up-to-date coverage of new linked interpolation methods for shell and plate formations. New material on non-linear geometry, stability and buckling of structures and large deformations.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover the secrets to successfully hiring the best recruits. You will also discover that : employees are a company's number one competitive advantage; finding good candidates is a challenge; interviews are often too random and lack methodology; to be successful in recruitment, it is necessary to

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define your search very precisely by giving the mission, the objectives and the skills it implies. For a company, personnel decisions are decisive: they influence its future success even more than strategy. It's not just a matter of finding qualified people, but of ensuring that they can play a specific role. Recruitment errors are very frequent and can have serious consequences for the company: only a rigorous method can avoid them. This is presented here by Geoff Smart and Randy Street, leaders of the management consulting firm ghSMART. *Buy now the summary of this book for the modest price of a cup of coffee!

INSTANT NEW YORK TIMES BESTSELLER The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential. "This method is very simple, very accessible, and endorsed by science. Anybody can do it, and there is no dogma, only acceptance. Only freedom." —Wim Hof Wim Hof has a message for each of us: "You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in any stressful situation." With *The Wim Hof Method*, this trailblazer of human potential shares a method that anyone can use—young or old, sick or healthy—to supercharge their capacity for strength, vitality, and happiness. Wim has become known as "The Iceman" for his astounding physical feats, such as spending hours in freezing water and running barefoot marathons over deserts and ice fields. Yet his most remarkable achievement is not any record-breaking performance—it is the creation of a method that thousands of people have used to transform their lives. In his gripping and passionate style, Wim shares his method and his story, including:

- **Breath**—Wim's unique practices to change your body chemistry, infuse yourself with energy, and focus your mind
- **Cold**—Safe, controlled, shock-free practices for using cold exposure to

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enhance your cardiovascular system and awaken your body's untapped strength • Mindset—Build your willpower, inner clarity, sensory awareness, and innate joyfulness in the miracle of living • Science—How users of this method have redefined what is medically possible in study after study • Health—True stories and testimonials from people using the method to overcome disease and chronic illness • Performance—Increase your endurance, improve recovery time, up your mental game, and more • Wim's Story—Follow Wim's inspiring personal journey of discovery, tragedy, and triumph • Spiritual Awakening—How breath, cold, and mindset can reveal the beauty of your soul Wim Hof is a man on a mission: to transform the way we live by reminding us of our true power and purpose. "This is how we will change the world, one soul at a time," Wim says. "We alter the collective consciousness by awakening to our own boundless potential. We are limited only by the depth of our imagination and the strength of our conviction." If you're ready to explore and exceed the limits of your own potential, The Wim Hof Method is waiting for you.

Originally published in 1927, this book was written as a reaction to the First World War, hoping to try and analyse the causes leading up to it. The author states in the Preface that he puts this forward as an unsystematic contribution to what he is conscious is a very great subject, and he adds since Aristotle, an almost untouched one. He starts by looking at the nature, methods and uses of history, considered from a political point of view. He goes on to look at the possibility of a political science; the place of politics among the social sciences, and the process of politics. In conclusion he considers the relation of politics and ethics.

A prescient warning of a future we now inhabit, where fake news stories and

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Internet conspiracy theories play to a disaffected American populace “A glorious book . . . A spirited defense of science . . . From the first page to the last, this book is a manifesto for clear thought.”—Los Angeles Times How can we make intelligent decisions about our increasingly technology-driven lives if we don’t understand the difference between the myths of pseudoscience and the testable hypotheses of science? Pulitzer Prize-winning author and distinguished astronomer Carl Sagan argues that scientific thinking is critical not only to the pursuit of truth but to the very well-being of our democratic institutions. Casting a wide net through history and culture, Sagan examines and authoritatively debunks such celebrated fallacies of the past as witchcraft, faith healing, demons, and UFOs. And yet, disturbingly, in today’s so-called information age, pseudoscience is burgeoning with stories of alien abduction, channeling past lives, and communal hallucinations commanding growing attention and respect. As Sagan demonstrates with lucid eloquence, the siren song of unreason is not just a cultural wrong turn but a dangerous plunge into darkness that threatens our most basic freedoms. Praise for *The Demon-Haunted World* “Powerful . . . A stirring defense of informed rationality. . . Rich in surprising information and beautiful writing.”—The Washington Post Book World “Compelling.”—USA Today “A clear vision of what good science means and why it makes a difference. . . . A

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testimonial to the power of science and a warning of the dangers of unrestrained credulity.”—The Sciences “Passionate.”—San Francisco Examiner-Chronicle
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This book describes the theoretical and computational aspects of the mimetic finite difference method for a wide class of multidimensional elliptic problems, which includes diffusion, advection-diffusion, Stokes, elasticity, magnetostatics and plate bending problems. The modern mimetic discretization technology developed in part by the Authors allows one to solve these equations on unstructured polygonal, polyhedral and generalized polyhedral meshes. The book provides a practical guide for those scientists and engineers that are interested in the computational properties of the mimetic finite difference method such as the accuracy, stability, robustness, and efficiency. Many examples are provided to help the reader to understand and implement this method. This monograph also provides the essential background material and describes basic mathematical tools required to develop further the mimetic discretization technology and to extend it to various applications.

NAMED ONE OF THE BEST BOOKS OF 2020 BY NPR, THE FINANCIAL TIMES, AND GQ The hidden story of the wanton slaughter -- in Indonesia, Latin America, and around the world -- backed by the United States. In 1965, the U.S.

government helped the Indonesian military kill approximately one million innocent civilians. This was one of the most important turning points of the twentieth century, eliminating the largest communist party outside China and the Soviet Union and inspiring copycat terror programs in faraway countries like Brazil and Chile. But these events remain widely overlooked, precisely because the CIA's secret interventions were so successful. In this bold and comprehensive new history, Vincent Bevins builds on his incisive reporting for the Washington Post, using recently declassified documents, archival research and eye-witness testimony collected across twelve countries to reveal a shocking legacy that spans the globe. For decades, it's been believed that parts of the developing world passed peacefully into the U.S.-led capitalist system. The Jakarta Method demonstrates that the brutal extermination of unarmed leftists was a fundamental part of Washington's final triumph in the Cold War.

The disappearance of a young military historian in Tokyo prompts his sister to search for him, embarking on a journey that will take her to several countries and into the network of young expatriots. Original. A first novel.

The Monte Carlo Method: The Method of Statistical Trials is a systematic account of the fundamental concepts and techniques of the Monte Carlo method, together with its range of applications. Some of these applications include the computation

of definite integrals, neutron physics, and in the investigation of servicing processes. This volume is comprised of seven chapters and begins with an overview of the basic features of the Monte Carlo method and typical examples of its application to simple problems in computational mathematics. The next chapter examines the computation of multi-dimensional integrals using the Monte Carlo method. Some examples of statistical modeling of integrals are analyzed, together with the accuracy of the computations. Subsequent chapters focus on the applications of the Monte Carlo method in neutron physics; in the investigation of servicing processes; in communication theory; and in the generation of uniformly distributed random numbers on electronic computers. Methods for organizing statistical experiments on universal digital computers are discussed. This book is designed for a wide circle of readers, ranging from those who are interested in the fundamental applications of the Monte Carlo method, to those who are concerned with comparatively limited problems of the peculiarities of simulating physical processes.

The general public is starting to recognize what parents, teachers and therapists have known for years: we are losing our young men. Now more than ever, emerging men between 16 and 35 find themselves stuck in limbo between adolescence and adulthood. Addictions, anxieties, egos, and overwhelming

expectations leave them trapped in childhood, frustrated with their lives, and forced to cope with drugs, porn, and video games. For too many young men, this vital period has gone from a stage of emergence to a state of emergency. In *The Primal Method*, addiction counselor and therapist Gregory Koufacos draws from his extensive background with troubled young men to identify what has gone wrong, why traditional therapy often fails, and how emerging men can break their debilitating cycles. Using vivid examples from his professional career and own life, Koufacos demonstrates the use of the walking cure, Miyagi mentoring, emphatic challenge, and other techniques that harness young men's primal motivation to live a life of power and purpose.

Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have you had what you thought could be a big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools have helped entrepreneurs, designers,

and software developers manage uncertainty—through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of *The Innovator's DNA*—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to commercialize them for success. Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new offering? This book focuses on the “how”—how to test, how to validate, and how to commercialize ideas with the lean, design, and agile techniques successful start-ups use. Whether you're launching a start-up, leading an established one, or simply working to get a new product off the ground in an existing company, this book is

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for you.

Developed and refined by two successful pediatricians, the "Jassey Way" boasts more than a 90% success rate of getting children to sleep through the night in their first 4 weeks of life. A safe and proven technique, the Jassey Way uses a feeding schedule that allows newborns (and their parents) a full night's sleep at a younger age than other sleep training techniques.

Since the end of the Cold War, the United States Army has been reengineered and downsized more thoroughly than any other business. In the early 1990s, General Sullivan, army chief of staff, and Colonel Harper, his key strategic planner, took the post-Cold War army into the Information Age. Faced with a 40 percent reduction in staff and funding, they focused on new peacetime missions, dismantled a cumbersome bureaucracy, reinvented procedures, and set the guidelines for achieving a vast array of new goals. *Hope Is Not a Method* explains how they did it and shows how their experience is extremely relevant to today's businesses. From how to stay on top of long-range issues to how to maintain a productive work force during times of change, it offers invaluable lessons in leadership and provides proven tactics any business can implement.

Primary attention was given to the selection of melodies and the writing of exercises which, when properly presented, will develop in the beginning student the most desirable musical habits, particularly in the matters of melodic taste, and instinctive

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feeling for correct phrasing.

Here, the authors propose a method for the formal development of parallel programs - or multiprograms as they prefer to call them. They accomplish this with a minimum of formal gear, i.e. with the predicate calculus and the well- established theory of Owicki and Gries. They show that the Owicki/Gries theory can be effectively put to work for the formal development of multiprograms, regardless of whether these algorithms are distributed or not.

Practiced by such actors of stature as Marlon Brando, Robert De Niro, Julie Harris, Dustin Hoffman, and Ellen Burstyn (not to mention the late James Dean) the Method offers a practical application of the renowned Stanislavsky technique. On Method Acting demystifies the "mysteries" of Method acting -- breaking down the various steps into clear and simple terms, including chapters on: Sense Memory -- the most vital component of Method acting Improvisation -- without it, the most integral part of the Method is lost Animal Exercises -- just one way to combat the mental blocks that prevent actors from grasping a character Creating The Outer Character -- so actors can give the freshness of originality to a role while at the same time living the life of the character On Method Acting is also an indispensable volume for directors, designers, lighting technicians, and anyone in the dramatic arts interested in creating a believable and realistic effect in their productions.

You can't throw a logo-stamped pen without hitting someone's business book today.

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Every emerging leader and high-performer needs one to demonstrate their credibility, reach a bigger audience, and connect with the media, but let's face it, you're busy. And you probably don't know how to write a book. Even worse, many people don't consider themselves to be creative. So how can you write a business book fast without the stress and hassle of DIY? It's simple when you use Cori Wamsley's SPARK Method! In *The SPARK Method: How to Write a Book for Your Business Fast*, Cori details every step of the writing process, from planning through writing through figuring out the title and cover. She makes a nebulous process incredibly easy for anyone to implement. Even if you have tons of ideas. Even if you lack direction. Even if you don't even know what an ISBN is . . . The SPARK Method can help you get through the writing process so you, too, can finally have a book to represent you, your ideas, your brand, and your story. Bonus downloads from Cori's website enrich the process, giving added value to this fantastic book. Buy this book, and get started on one amazing evergreen marketing tool that will help you make a bigger impact than ever before!

An in-depth look at the trading system that anyone can use *The Logical Trader* presents a highly effective, yet simple trading methodology that any trader anywhere can use to trade almost anything. The "ACD Method" developed and refined by Mark Fisher after many years of successful trading, provides price points at which to buy and sell as determined by the opening range of virtually any stock or commodity. This comprehensive guide details a widely used system that is profitably implemented by

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many computer and floor traders at major New York exchanges. The author's highly accessible teaching style provides readers of *The Logical Trader* with a full examination of the theory behind the ACD Method and the examples and real-world trading stories involving it. Mark B. Fisher (New York, NY), an independent trader, is founder of MBF Clearing Corp., the largest clearing firm on the NYMEX. Founded in 1988, MBF Clearing has grown from handling under one percent of the volume on the NYMEX to nearly twenty percent of the trades today. A 1982 summa cum laude graduate from the Wharton School of Business, University of Pennsylvania, Fisher also received his master's degree in finance and accounting from Wharton. New technology and the advent of around the clock trading have opened the floodgates to both foreign and domestic markets. Traders need the wisdom of industry veterans and the vision of innovators in today's volatile financial marketplace. The Wiley Trading series features books by traders who have survived the market's ever changing temperament and have prospered—some by reinventing systems, others by getting back to basics. Whether a novice trader, professional or somewhere in-between, these books will provide the advice and strategies needed to prosper today and well into the future.

In Kim Jong-un's *Strategy for Survival*, David W. Shin contends that Kim Jong-un's consolidation of power at home and the leveraging of Beijing, Moscow, Seoul, and Washington, and others abroad show that he is not a madman and, like the two earlier Kims, has consistently been underestimated. Shin presents an alternative framework

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for Kim Jong-un's behavior through his analysis of Kim's background and his development as the successor to his father, Kim Jong-il; the evolution of the totalitarian system Kim inherited from his grandfather, Kim Il-sung; and the security environment after Kim Jong-il's death in 2011. This book is recommended for scholars and students of political science, Asian studies, international relations, and history.

Mia Holl lives in a state governed by The Method, where good health is the highest duty of the citizen. Everyone must submit medical data and sleep records to the authorities on a monthly basis, and regular exercise is mandatory. Mia is young and beautiful, a successful scientist who is outwardly obedient but with an intellect that marks her as subversive. Convinced that her brother has been wrongfully convicted of a terrible crime, Mia comes up against the full force of a regime determined to control every aspect of its citizens' lives.

You have plenty of ideas you want to put into a book, but you're stalled. Maybe you start, but can't find the time to continue. Or you're frustrated with the writing process. And when you seek advice, people tell you, "It's all about discipline," or they talk about what writing software to use. But that doesn't help you actually write your book. So you never finish your book, the world never gets the benefit of your wisdom, and you never get the benefits of being an author. Isn't there an easier way? Now there is. In "The Book In A Box Method," Tucker Max and Zach Obront show you the exact steps you can follow to go from idea to finished manuscript, in an easy, quick way -- even if you're not a writer. Using the same methods, processes, and templates that they use for their authors at their company, Tucker and Zach show you exactly how to: Crystallize your book idea Create your book outline Create all the content for your book

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Edit that content into a great manuscript With "The Book In A Box Method," you'll be able to write a better book - in less time - than you ever thought possible.

Ninety percent of business problems are actually recruiting problems in disguise. If you're filling your company's vacant positions with B-Players, you're playing with fire. Instead, hire Rockstars to build an organization with limitless potential. *Recruit Rockstars* shows you how to find, hire, and keep the best of the best. Top-tier executive recruiter Jeff Hyman has hired more than three thousand people over the course of his career. Now, he reveals his bulletproof 10-step method for landing the very best talent, based on data instead of gut feel. From sourcing and interviewing to closing and onboarding, you'll learn how to attract winners like a magnet and avoid the mistakes that result in bad hires. Assembling a team of driven and innovative Rockstars is the most powerful competitive advantage you can have in today's ever-changing business world. *Recruit Rockstars* will help you nail your numbers, impress your investors, and crush your competitors.

(Piano Instruction). The Hal Leonard Jazz Piano Method is a comprehensive and easy-to-use guide designed for anyone interested in playing jazz piano from the complete novice just learning the basics to the more advanced player who wishes to enhance their keyboard vocabulary. There are lots of fun progressions and licks for you to play and absorb. The accompanying audio includes demonstrations of all the examples in the book! Topics include essential theory, chords and voicings, improvisation ideas, structure and forms, scales and modes, rhythm basics, interpreting a lead sheet, playing solos, and much more!

Great companies don't just depend on strategies—they depend on people. The more great people on your team, the more successful your organization will be. But that's easier said than

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done. Statistically, half of all employment decisions result in a mishire: The wrong person winds up in the wrong job. But companies that have followed Bradford Smart's advice in Topgrading have boosted their successful hiring rate to 90 percent or better, giving them an unbeatable competitive advantage. Now Smart has fully revised his 1999 management classic to reintroduce the topgrading concept, which works for companies large and small in any industry. The author spells out his practical approach to finding and managing A-level talent—as well as coaching B players to turn them into A players. He provides intriguing case studies drawn from more than four thousand in-depth interviews. As Smart writes in his introduction, “All organizations, all businesses live or die mostly on their talent, and any manager who fails to topgrade is nuts, or a C player. . . . Those who, way deep down, would sooner see an organization die than nudge an incompetent person out of a job should not read this book... Topgrading is for A players and all those aspiring to be A players.” On the web:

<http://www.topgrading.com/>

The AHA! Method book is for facilitators and teachers who work with youth. This book combines a tested philosophy with hands on ideas and activities. This is a must have practical manual for anyone who wants to have the highest impact working with young people.

Ethnography and Virtual Worlds is a guide for students, teachers, designers, and scholars interested in using ethnographic methods to study online virtual worlds, including both game and nongame environments. Focusing on the key method of participant observation, the book provides advice, tips, guidelines, and principles to aid researchers through every stage of a project, from choosing an online fieldsite to writing and publishing the results.

The #1 New York Times bestseller by Tom Brady, six-time Super Bowl champion and one of

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the NFL's 100 Greatest Players of All Time. Revised, expanded, and updated, the first book by Tampa Bay Buccaneers and former New England Patriots quarterback Tom Brady—who continues to play at an elite level into his forties—a gorgeously illustrated and deeply practical “athlete’s bible” that reveals Brady’s revolutionary approach to enhanced quality of life and performance through recovery for athletes of all abilities and ages. In this new edition of The TB12 Method, Tom Brady further explains and details the revolutionary training, conditioning, and wellness system that has kept him atop the NFL at an age when most players are deep into retirement. Brady—along with the expert Body Coaches at TB12, the performance lifestyle brand he cofounded in 2013—explain the principles and philosophies of pliability, a paradigm-shifting fitness concept that focuses on a more natural, healthier way of exercising, training, and living. Filled with lessons from Brady’s own training regimen, The TB12 Method provides step-by-step guidance on how develop and maintain one’s own peak performance while dramatically decreasing injury risks. This illustrated, highly visual manual also offers more effective approaches to functional strength & conditioning, proper hydration, supplementation, cognitive fitness, restorative sleep, and nutritious, easy-to-execute recipes to help readers fuel-up and recover. Brady steadfastly believes that the TB12 approach has kept him competitive while extending his career, and that it can make any athlete, male or female, in any sport and at any level achieve his or her own peak performance. With instructions, drills, photos, in-depth case studies that Brady himself has used, along with personal anecdotes and experiences from his legendary career, The TB12 Method gives you a better way to train and get results with Tom Brady himself as living proof.

The material in the Gekeler Method for Oboe is divided in two parts. The studies in Part

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I are for the purpose of developing musical style and interpretation; those in Part II are for the study of scales and intervals, and for improvement of articulation.

A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

For decades, in one small room on West Forty-fourth Street in Manhattan, Lee Strasberg ran the Actors Studio, where dozens of acclaimed actors absorbed a technique that became known as the Method. Based on firsthand observations and numerous interviews, Hirsch's examination of the Studio's origins reveals how its graduates forever shaped the American stage and screen.

An inspiring case study for the next generation of start-ups by the unconventional founders of Method. Founded ten years ago by childhood pals Eric Ryan and Adam Lowry, Method has been making headlines and profits with a revolutionary blend of culture and commerce, style and substance. Today, Method's ecofriendly soaps, detergents, and cleaners are ubiquitous in stores, capturing valuable shelf space long dominated by the tired old products of giants P&G and Unilever. Ryan and Lowry obsess over seven principles at the heart of Method's business philosophy, including: *Kick Ass at Fast: Use small size to your advantage; by bringing innovations to market faster, you can stay out in front of larger rivals. *Inspire Advocates: Rather than getting

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caught up in costly battles for market share, foster deeper relationships with fewer customers in pursuit of greater wallet share. *Win on Product Experience: Beyond satisfying your customers' rational needs, design experiences for them. The Method Method is an irreverent, candid, firsthand case study. Readers will learn how today's consumers behave, how today's companies compete, and how both groups are acting together to drive profound global change.

Create meaningful connections to achieve success The Knock Method® is a five-step framework for intentionally and genuinely connecting with others for mutual benefit as you develop your career. Whether you're working to get to the next level at your current job, seeking a new job or career, or just kicking off your career, this book will help you build confidence to reach out and open doors. It provides a networking guide to build long-lasting relationships that will strengthen your collective network and help you bridge the gap from where you are to where you want to be. You'll be inspired; learn how much high-quality relationships matter, not only for your career but for your health and for your community; get easy steps to follow; and gain practical tools that will help you take The Knock Method off the page and into your career relationships to make a collective impact and drive change.

Provides leaders with a simple strategy to improve the performance of their teams through the calculating of "priorities," "who" and "relationships" and by increasing that total, realize more value, impact, earnings and overall success.

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In this instant New York Times Bestseller, Geoff Smart and Randy Street provide a simple, practical, and effective solution to what The Economist calls “the single biggest problem in business today”: unsuccessful hiring. The average hiring mistake costs a company \$1.5 million or more a year and countless wasted hours. This statistic becomes even more startling when you consider that the typical hiring success rate of managers is only 50 percent. The silver lining is that “who” problems are easily preventable. Based on more than 1,300 hours of interviews with more than 20 billionaires and 300 CEOs, Who presents Smart and Street’s A Method for Hiring. Refined through the largest research study of its kind ever undertaken, the A Method stresses fundamental elements that anyone can implement—and it has a 90 percent success rate. Whether you’re a member of a board of directors looking for a new CEO, the owner of a small business searching for the right people to make your company grow, or a parent in need of a new babysitter, it’s all about Who. Inside you’ll learn how to

- avoid common “voodoo hiring” methods
- define the outcomes you seek
- generate a flow of A Players to your team—by implementing the #1 tactic used by successful businesspeople
- ask the right interview questions to dramatically improve your ability to quickly distinguish an A Player from a B or C candidate
- attract the person you want to hire, by emphasizing the points the candidate cares about most

In business, you are who you hire. In Who, Geoff Smart and Randy Street offer simple, easy-to-follow steps that will put the right people in place for optimal success.

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