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"[Tracing] the intellectual history of computer science, [the author] puts the DNA of the very idea of 'tech' under the microscope. Google, Facebook, Apple, and Amazon, he argues, are breaking laws intended protect intellectual property and privacy. This is not the path towards freedom and prosperity, but the total automation and homogenization of our social, political, and intellectual lives. Today's corporate giants want access to every facet of our identities and influence over every corner of our lives. Foer both indicts these companies, and shapes a path towards reining them in."--

We are profoundly social creatures--more than we know. In *Social*, renowned psychologist Matthew Lieberman explores groundbreaking research in social neuroscience revealing that our need to connect with other people is even more fundamental, more basic, than our need for food or shelter.

Because of this, our brain uses its spare time to learn about the social world--other people and our relation to them. It is believed that we must commit 10,000 hours to master a skill. According to Lieberman, each of us has spent 10,000 hours learning to make sense of people and groups by the

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time we are ten. Social argues that our need to reach out to and connect with others is a primary driver behind our behavior. We believe that pain and pleasure alone guide our actions. Yet, new research using fMRI--including a great deal of original research conducted by Lieberman and his UCLA lab--shows that our brains react to social pain and pleasure in much the same way as they do to physical pain and pleasure. Fortunately, the brain has evolved sophisticated mechanisms for securing our place in the social world. We have a unique ability to read other people's minds, to figure out their hopes, fears, and motivations, allowing us to effectively coordinate our lives with one another. And our most private sense of who we are is intimately linked to the important people and groups in our lives. This wiring often leads us to restrain our selfish impulses for the greater good. These mechanisms lead to behavior that might seem irrational, but is really just the result of our deep social wiring and necessary for our success as a species. Based on the latest cutting edge research, the findings in Social have important real-world implications. Our schools and businesses, for example, attempt to minimize social distractions. But this is exactly the wrong thing to do to encourage engagement and learning, and literally shuts down the social brain, leaving powerful neuro-cognitive resources untapped. The insights revealed in this pioneering

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book suggest ways to improve learning in schools, make the workplace more productive, and improve our overall well-being.

The #1 New York Times bestseller. Over 3 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small

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habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

The reign of Big Tech is here, and Americans' First Amendment rights hang by a keystroke. Amassing unimaginable amounts of personal data, giants like Google, Facebook, Amazon, and Apple—once symbols of American ingenuity and freedom—have become a techno-oligarchy with overwhelming economic and political power. Decades of unchecked data collection have given Big Tech more targeted control over Americans' daily lives than any company or government in the world. In *The Tyranny of Big Tech*, Senator Josh Hawley of Missouri argues that these mega-corporations—controlled by the robber barons of the modern era—are the gravest threat to American liberty in decades. To reverse course, Hawley argues, we must correct progressives' mistakes of the past. That means

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recovering the link between liberty and democratic participation, building an economy that makes the working class strong, independent, and beholden to no one, and curbing the influence of corporate and political elites. Big Tech and its allies do not deal gently with those who cross them, and Senator Hawley proudly bears his own battle scars. But hubris is dangerous. The time is ripe to overcome the tyranny of Big Tech by reshaping the business and legal landscape of the digital world.

Serial entrepreneur Christiane Lemieux describes the new rules of entrepreneurship and business, arguing that visionary startups leverage the concept of “frictionless” to beat their competitors. Based on interviews with dozens of startup founders, experts and scholars on entrepreneurship, *Frictionless* provides readers with a wide-ranging education in starting companies that thrive in the world of frictionless commerce—made possible by new technologies, a new mindset, and new demands from Millennial consumers. Working with bestselling author and journalist Duff McDonald, Lemieux also shares her own story—lessons learned, failures absorbed—at the helm of DwellStudio (which was acquired by Wayfair) and her latest venture, *The Inside*. Some founders profiled in the book are reducing friction in their own business models, others reduce friction through improved customer experiences, and still others are revolutionizing their

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operations to create frictionless organizations.

Readers will glean lessons from the founders of well-known companies such as Instant Pot, Bonobos, Hims, and Halo Top—as well as upstarts Billie, Dame Products, and Convene. Frictionless outlines the groundwork necessary for getting a company up-and-running and explains how companies make and market products and services while meeting the demands of their customers and employees today. Frictionless is the essential handbook for creating tomorrow's mind set and competitive advantage.

"Highbrow, brilliant." --The Approval Matrix, New York magazine
One of Cosmopolitan's 12 Books You'll Be Dying to Read This Summer
A Publishers Weekly Best Book of Summer 2020
A Vulture Best Book of Summer 2020
One of Refinery29's 25 Books You'll Want to Read This Summer
An Esquire Must-Read Book of Summer 2020
A Book Riot Best Book of 2020 *so far

The female cofounders of a wellness start-up struggle to find balance between being good people and doing good business, while trying to stay BFFs. Maren Gelb is on a company-imposed digital detox. She tweeted something terrible about the President's daughter, and as the COO of Richual, "the most inclusive online community platform for women to cultivate the practice of self-care and change the world by changing ourselves," it's a PR nightmare. Not only is CEO Devin Avery counting on Maren to be fully present for their next round of

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funding, but indispensable employee Khadijah Walker has been keeping a secret that will reveal just how feminist Richual's values actually are, and former Bachelorette contestant and Richual board member Evan Wiley is about to be embroiled in a sexual misconduct scandal that could destroy the company forever. Have you ever scrolled through Instagram and seen countless influencers who seem like experts at caring for themselves—from their yoga crop tops to their well-lit clean meals to their serumed skin and erudite-but-color-coded reading stack? *Self Care* delves into the lives and psyches of people working in the wellness industry and exposes the world behind the filter.

The COVID-19 pandemic is disrupting nearly every aspect of our daily lives, but as Henna Inam points out in *Wired for Disruption*, agility is already a hardwired trait in each of us. Her timely book gives us the 15 accelerators (specific tools and practices) we need to switch on our in-built agility in order to thrive and be a force for good in times of disorder and chaos. There are five big challenges of leading in disruptive times: First, our neurobiology sees disruptive change as a threat to survival. This evolutionary reaction slows down our adaptation by reducing cognition and increasing burnout. Second, our old mindsets and biases prevent us from seeing new reality clearly. This prevents us from being creative. We need meta-learning to learn, unlearn

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and relearn. Third, our threat states and fluid teams of the future make collaboration harder, just when it is most needed to create opportunities. Fourth, while we recognize we're more interdependent than ever, we are missing the skill sets to influence our wider eco-system. Fifth, upskilling and growth is urgently needed for millions to solve our collective challenges. This requires a step-change in our ability to grow ourselves and others. These are Henna Inam's Five Shifts in Agility that we need to switch on: 1. Neuro-Emotional Agility: the ability to activate neural states that accelerate our adaptability. 2. Learning Agility: the ability to rapidly learn, unlearn, and re-learn based on the situation in front of us. 3. Trust Agility: the ability to develop just-in-time trust with diverse fluid teams and energize creative contributions. 4. Stakeholder Agility: the ability to influence multiple stakeholders with competing needs toward solutions that serve the broader ecosystem. 5. Growth Agility: the ability to grow ourselves and others to accelerate a future-ready workforce. Disruptions are opportunities to re-imagine, re-invent, and re-invigorate - to create something better. We have many collective problems to solve for a thriving planet that works better for all. Henna Inam's Wired for Disruption helps each of us be inspired, use our voice, and activate the embedded agility already within us. You can join her community of leaders inspired to be a force for good

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in disruption at www.transformleaders.tv

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"Raw. Smart. Quick-witted. Mouthwatering. Just a few adjectives that describe this exquisite tale. Do not let this unforgettable story, or its incredible cast of characters, slip by you." -DARYNDA JONES, New York Times

bestselling author A rip-roarin' new snarky, sexy sci-fi paranormal romance series with the perfect balance of humor, heat, and heart. Now that Texas has seceded and the world is spiraling into chaos, good guys come in unlikely packages and love sprouts in the most inconvenient places... Rogue scientist • technologically enhanced • deliciously attractive Heron Farad should be dead. But technology has made him the man he is today. Now he heads a crew of uniquely skilled outsiders who fight to salvage what's left of humanity: art, artifacts, books, ideas-sometimes even people. People like Mari Vallejo. Gun for hire • Texan rebel • always hits her mark Mari has been lusting after her mysterious handler for months. But when a by-the-book hit goes horribly sideways, she and Heron land on the universal most wanted list. Someone set them up. Desperate and on the run, they must trust each other to survive, while hiding devastating secrets. As their explosive chemistry heats up, it's the perfect storm... More praise: "Wanted and Wired delivers a high-octane adventure with riveting twists and turns, fresh yet gritty characters, and miles of sci-fi sizzle. I loved it!"-Amanda Bouchet, award-winning author of A Promise of Fire

One of 2021's Most Highly Anticipated New

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Books—Newsweek One of The 20 Leadership Books to Read in 2020—Adam Grant One of The Best New Wellness Books Hitting Shelves in January 2021—Shape.com A Top Business Book for January 2021—Financial Times A Next Big Idea Club Nominee

Social Chemistry will utterly transform the way you think about “networking.” Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she shows, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social

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relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives. "Morbid and illuminating" (Entertainment Weekly)—a young mortician goes behind the scenes of her curious profession. Armed with a degree in medieval history and a flair for the macabre, Caitlin Doughty took a job at a crematory and turned morbid curiosity into her life's work. She cared for bodies of every color, shape, and affliction, and became an intrepid explorer in the world of the dead. In this best-selling memoir, brimming with gallows humor and vivid characters, she marvels at the gruesome history of undertaking and relates her unique coming-of-age story with bold curiosity and mordant wit. By turns hilarious, dark, and uplifting, *Smoke Gets in Your Eyes* reveals how the fear of dying warps our society and "will make you reconsider how our culture treats the dead" (San Francisco Chronicle). This book is written for business, government, and non-profit executives and managers who wish to drive performance, productivity, and employee engagement in their organizations by leading with empathy, courage, and confidence in our age of global economic disruption. Structured as a series of 47 practical lessons from the author's career as a Human Resources leader advising executives, this book provides immediately

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implementable ideas and techniques in easy-to-digest format and a conversational, down-to-earth style.

In an era of economic stress, rapid change, and social networking, customers are distracted, disgruntled, and harder to please than ever. Picky, Fickle, Vocal, Wired, and Vain – they have very little tolerance for error and are ready to spread the word quickly over the internet when things go wrong. If a companyÆs customer service doesnÆt adapt to these new conditions, they will get burned by bloggers and viral videos that can severely damage their reputation. This book describes exactly what todayÆs customers expect and how to give it to them. In *Wired and Dangerous*, Bell and Patterson provide a tested formula for restoring balance to the customer relationship by establishing what they call “Service Calm”. The three steps to Service Calm sound simple, but they draw on sophisticated psychological principles and are profound in application: 1) Deal with Self, 2) Deal with Customer, 3) Deal with Context.

From USA Today and New York Times bestselling author Evelyn Adams, *Won* is the final part of Luke and Claire's complete story. Get *WIRED*, the first part of the trilogy for free. Emotionally constipated billionaire developer, Luke Masters might finally be learning to love. His strong sexy electrical contractor, Claire English has blown down his barriers and claimed his heart. Just because he's decided to give this relationship thing a try, doesn't mean it's all smooth sailing. Old habits die hard and Luke's had a lifetime to pick up the bad ones. Claire's battled desperately to keep her heart safe from the selfish billionaire who owns her body and wants her

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soul, but against her better judgment, she's fallen in love. Luke has promised her the world and more importantly his heart. She's not sure whether to believe him, but she's already lost. It's too late to turn back now. With something far more sinister than a broken heart threatening to rip them apart can they find their way back to each other and the love they're just learning to trust or will they lose everything?

"[Singer's] enthusiasm becomes infectious . . . Wired for War is a book of its time: this is strategy for the Facebook generation." —Foreign Affairs "An engrossing picture of a new class of weapon that may revolutionize future wars. . ." —Kirkus Reviews P. W. Singer explores the greatest revolution in military affairs since the atom bomb: the dawn of robotic warfare We are on the cusp of a massive shift in military technology that threatens to make real the stuff of I, Robot and The Terminator. Blending historical evidence with interviews of an amazing cast of characters, Singer shows how technology is changing not just how wars are fought, but also the politics, economics, laws, and the ethics that surround war itself. Travelling from the battlefields of Iraq and Afghanistan to modern-day "skunk works" in the midst of suburbia, Wired for War will tantalise a wide readership, from military buffs to policy wonks to gearheads. It's time to say NO to trying to fit square-peg kids into round holes, and YES to raising them from a place of acceptance and joy. Today millions of kids are stuck in a world that doesn't embrace who they really are. They are the one in five "differently wired" children with ADHD, dyslexia, giftedness, autism, anxiety, or other

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neurodifferences, and their challenges are many. And for the parents who love them, the challenges are just as numerous, as they struggle to find the right school, the right support, the right path. But now there's hope.

Differently Wired is a revolutionary book—weaving together personal stories and a tool kit of expert advice from author Deborah Reber, it's a how-to, a manifesto, and a reassuring companion for parents who can so often feel that they have no place to turn. At the heart of Differently Wired are 18 paradigm-shifting ideas—what the author calls “tilts,” which include how to accept and lean in to your role as a parent (#2: Get Out of Isolation and Connect). Deal with the challenges of parenting a differently wired child (#5: Parent from a Place of Possibility Instead of Fear). Support yourself (#11: Let Go of Your Impossible Expectations for Who You “Should” Be as a Parent). And seek community (#18: If It Doesn't Exist, Create It). Taken together, it's a lifesaving program to shift our thinking and actions in a way that not only improves the family dynamic, but also allows children to fully realize their best selves. “In this generous and urgent book, Deborah Reber lets the light in. She helps parents see that they're not alone, and even better, delivers a positive action plan that will change lives.”—Seth Godin, author of Linchpin
“Differently Wired will help parents of children who think differently to accept their child for who they are and facilitate their successful development.”—Temple Grandin, author of Thinking in Pictures and The Autistic Brain

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Learn how companies prosper by creating widespread empathy. How do you know what your customers want? Oftentimes, businesses will do everything they can to determine their customer's needs by generating reports, analyzing them, evaluating the numbers, and then creating a strategy from their findings. But will this bring you closer to your customers? No. The problem with this strategy is that businesses who do this fail to create an empathic connection with their customers. I mean, can you truly know what a customer wants without putting yourself in their shoes? Probably not. What your customers really want is for you to interact with them, ask them questions, and find out what they struggle with. Through *Wired to Care*, you'll find out why businesses with empathy are the most successful, so keep reading to find out why Nike turned their offices into a training facility, how Microsoft created a product for themselves, and how an ordinary cleaning company has the power to impact lives around the world.

"A step-by-step guide to using the brain's hardwired desire for story to achieve any goal, whether it's successfully pitching a product, saving the planet, or convincing your kids not to text and drive, from the author of *Wired for Story*"--

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In the present book, *How to Win Friends and Influence People*, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve.

Twelve Ways to Win People to Your Way of Thinking

1. The only way to get the best of an argument is to avoid it.
2. Show respect for the other person's opinions. Never say "You're wrong."
3. If you're wrong, admit it quickly and emphatically.
4. Begin in a friendly way.
5. Start with questions to which the other person will answer yes.
6. Let the other person do a great deal of the talking.
7. Let the other person feel the idea is his or hers.
8. Try honestly to see things from the other person's point of view.
9. Be sympathetic with the other person's ideas and desires.
10. Appeal to the nobler motives.
11. Dramatize your ideas.
12. Throw down a challenge.

A bestselling dystopian novel that tackles surveillance, privacy and the frightening intrusions of

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technology in our lives—a “compulsively readable parable for the 21st century” (Vanity Fair). When Mae Holland is hired to work for the Circle, the world’s most powerful internet company, she feels she’s been given the opportunity of a lifetime. The Circle, run out of a sprawling California campus, links users’ personal emails, social media, banking, and purchasing with their universal operating system, resulting in one online identity and a new age of civility and transparency. As Mae tours the open-plan office spaces, the towering glass dining facilities, the cozy dorms for those who spend nights at work, she is thrilled with the company’s modernity and activity. There are parties that last through the night, there are famous musicians playing on the lawn, there are athletic activities and clubs and brunches, and even an aquarium of rare fish retrieved from the Marianas Trench by the CEO. Mae can’t believe her luck, her great fortune to work for the most influential company in the world—even as life beyond the campus grows distant, even as a strange encounter with a colleague leaves her shaken, even as her role at the Circle becomes increasingly public. What begins as the captivating story of one woman’s ambition and idealism soon becomes a heart-racing novel of suspense, raising questions about memory, history, privacy, democracy, and the limits of human knowledge. Is it possible to make sense of something as elusive

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as creativity? Based on psychologist Scott Barry Kaufman’s groundbreaking research and Carolyn Gregoire’s popular article in the Huffington Post, *Wired to Create* offers a glimpse inside the “messy minds” of highly creative people. Revealing the latest findings in neuroscience and psychology, along with engaging examples of artists and innovators throughout history, the book shines a light on the practices and habits of mind that promote creative thinking. Kaufman and Gregoire untangle a series of paradoxes— like mindfulness and daydreaming, seriousness and play, openness and sensitivity, and solitude and collaboration – to show that it is by embracing our own contradictions that we are able to tap into our deepest creativity. Each chapter explores one of the ten attributes and habits of highly creative people: Imaginative Play * Passion * Daydreaming * Solitude * Intuition * Openness to Experience * Mindfulness * Sensitivity * Turning Adversity into Advantage * Thinking Differently With insights from the work and lives of Pablo Picasso, Frida Kahlo, Marcel Proust, David Foster Wallace, Thomas Edison, Josephine Baker, John Lennon, Michael Jackson, musician Thom Yorke, chess champion Josh Waitzkin, video-game designer Shigeru Miyamoto, and many other creative luminaries, *Wired to Create* helps us better understand creativity – and shows us how to enrich this essential aspect of our lives.

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NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the “fake news” era. Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital

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principles of winning ideas—and tells us how we can apply these rules to making our own messages stick. **BONUS:** This edition contains an excerpt from Chip Heath and Dan Heath's *Switch*.

"Illustrated by real-life examples and evidence from renowned scholars and practitioners, *Wired to Resist* provides novel insights into understanding why efforts to change often fail and--more importantly--how they can succeed." Barry Posner, PhD, New York Times best-selling author of *The Leadership Challenge* "A must-read for business leaders and HR professionals. In this constantly changing world, it's critical to find leadership strategies that realistically address the human side of change. Dr. Andreatta offers a fresh look at the nature of resistance with a clear path to overcoming it. I couldn't put it down." Erin Earle, VP, HRBP for Engineering, LinkedIn "I've read many books on leading organizational change and I appreciate how Dr. Andreatta gives me insight into the 'whys' behind the 'hows.' *Wired to Resist* arrived just as I was launching a new change initiative in my organization--and it immediately showed me several things I needed to address to increase our chance of success." Kevin Goldsmith, Chief Technology Officer, Avvo "Making a simple change in our behavior can be the difference between success and failure, but so often we quickly go to our default position and don't know why. Dr. Andreatta unlocks

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the puzzle and guides us with proven scientific steps to help us shift to positive outcomes every time we tackle a new goal." Jacqui Burge, Founder, Desk Yogi Every year failed change costs billions of dollars. We are biologically wired to resist change: it's the key to our survival and the obstacle that often gets in the way of us fulfilling our potential. *Wired to Resist* provides a new understanding of our biology and why change fails, despite our best plans. Dr. Andreatta synthesizes the latest research into a new model for change that harnesses the power of neuroscience and shows you how to thrive and lead through all kinds of change. Drawing on her unique background in leadership, psychology, education, and the human sciences, Dr. Britt Andreatta has over 25 years of experience consulting with individuals, businesses, government agencies, universities, and nonprofit organizations. She creates powerful solutions to today's personal, organizational, and global workplace challenges. In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something

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new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how empathy can give you the acuity to cut through a morass of contradictory information. *Wired to Care* is a compelling tale of the power that people have to see the world through each other's eyes, told with passion for the possibilities that lie ahead if leaders learn to stop worrying about their own problems and start caring about the world around them. As Patnaik notes, in addition to its considerable economic benefits, increasing empathy for the people you serve can have a personal impact, as well: It just might help you to have a better day at work. The director of the Climate Outreach and Information Network explores the psychological mechanism that enables people to ignore the dangers of climate change, using sidebars, cartoons and engaging stories from his years of research to reveal how humans are wired to primarily respond to visible threats.

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From the man who coined the term "net neutrality" and who has made significant contributions to our understanding of antitrust policy and wireless communications, comes a call for tighter antitrust enforcement and an end to corporate bigness. For over fifty years, Needfinding has been one of the core classes in the design program at Stanford University. Its premise is that by studying the world around us, we can get a better understanding of what people need, and use those insights to create meaningful new products and services. Needfinding draws upon theory and methods from anthropology, psychology, engineering and design planning to better equip aspiring design researchers. Much of the class involves hands on learning and project work. This book acts as the primary reference for methods taught in the class. It's now available to students and non-students alike.

What effect will the networked economy have on the day-to-day challenges of managing a business? The first generation of dot com companies has come and gone, but the challenges of a web-centric, more entrepreneurial approach to business is here to stay. As big business takes up the entrepreneurial challenge of new technologies and new enterprises face up to the fundamentals of business, managers everywhere are doing things differently. Now, all companies will become web companies and learn how to communicate with customers through digital interfaces. "Managing.com" combines the energy and opportunity of starting up with the practical challenges of leading people and business

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In times of turbulent change. A mix of tactical insight, personal effectiveness, and inspiration, this is a handbook for wired managers and entrepreneurial companies everywhere. At the heart of this handbook and at the heart of tomorrow's enterprise is the art of the start-up and the re-start. Whether you are a young entrepreneur or an executive in a corporation, the direction of talent and creativity in pursuit of successful new ventures will be the stuff of great management. Managing.com is a hands-on approach to management in a turbulent digital world. This is a handbook for managing talented people, new ventures, new technology and changing company culture--in a world where new opportunities meet the realities of sound business. "Managing.com" is about managing and leading in a chaotic and dynamic environment. It's based on the hard lessons of starting and growing internet companies. So this is a handbook about the things we learned, about what works and what doesn't. About managing the future, day by day." --Fredrik Arnander

Do you want to be average? If the answer to this question is a resounding NO! then follow Todd Saylor, Founder and President of PayServ Systems, as he takes you on an incredible journey where the goal is nothing less than to rewire your mind for success. Realizing early in life that he was wired differently, Saylor has always been one to take risks and to never be satisfied with the status quo. But time and time again, he had his plans put to the test in crisis and personal setbacks. To overcome life's messy challenges, Saylor developed his unique Fulcrum

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Principles, in which he learned how to leverage his Favors: opportunities for gain that propelled him forward. He shares how to identify your Favors and how to compensate for the compromises and excuses that cause you to Drift off course. Saylor explains his Fulcrums in entertaining anecdotes and epiphanies that are illustrative, poignant, and life changing. A man of faith, an athlete, devoted father, and self-made millionaire, Saylor presents time-tested and practical strategies that will stoke your passion and channel your hustle as you advance from average to extraordinary. The award-winning creator of the documentary *The Music Instinct* traces the efforts of visionary researchers and musicians to understand the biological foundations of music and its relationship to the brain and the physical world. 35,000 first printing.

Wired Citizenship examines the evolving patterns of youth learning and activism in the Middle East and North Africa (MENA). In today's digital age, in which formal schooling often competes with the peer-driven outlets provided by social media, youth all over the globe have forged new models of civic engagement, rewriting the script of what it means to live in a democratic society. As a result, state-society relationships have shifted—never more clearly than in the MENA region, where recent uprisings were spurred by the mobilization of tech-savvy and politicized youth. Combining original research with a thorough exploration of theories of democracy, communications, and critical pedagogy, this edited collection describes how youth are performing citizenship, innovating systems of learning, and re-

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Imagining the practices of activism in the information age. Recent case studies illustrate the context-specific effects of these revolutionary new forms of learning and social engagement in the MENA region.

In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how empathy can give you the acuity to cut through a morass of contradictory information. *Wired to Care* is a compelling tale of the power that people have to see the world through each other's eyes, told with passion for the possibilities that lie ahead if leaders learn to stop worrying about their own problems and start caring about the world around them. As Patnaik notes, in addition to

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Its considerable economic benefits, increasing empathy for the people you serve can have a personal impact, as well: It just might help you to have a better day at work. Discover how to lead with authenticity and agility in a fast-changing world! “Wired for Authenticity is the definitive guide to your journey of self-awareness. Along the way, you will meet the colorful cast of characters that inhabit and inhibit you, and you will develop the skills you need to recognize, confront, and influence outcomes. Henna Inam’s vulnerable and irreverent style will enable you to unleash your inner authentic self.” —Alex Wellen, chief product officer, CNN “In *Wired for Authenticity*, Henna Inam reintroduces us to our original nature and offers practices to bring that authentic person to life! When our true selves show up to work, we can better connect with our teams, colleagues, family, and friends. Even more powerful, we give those around us permission to do the same. It is contagious!” —Kathleen Ciaramello, president, National Food Service and On-Premise, Coca-Cola Refreshments Leadership today is more challenging than ever. Trends including the rapid pace of change, constant restructuring, and a 24/7, always-on work environment are creating overwhelmed employees and eroding trust in workplaces. Organizations need leaders who drive engagement, innovation, and outstanding client experiences. How can you be this type of leader? Henna Inam shares proven

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strategies based on neuroscience research and her work as an executive coach and speaker, with clients who are executives in Fortune 500 companies. The practical tools she shares in this book have worked for her clients and can help you • practice a new model of authenticity to be more trusted and agile and less overwhelmed; • experience greater success and fulfillment in your leadership, workplace, and life; • engage and influence clients, peers, and bosses more powerfully; and • lead team members with more inspiration and ease.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion—on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet,

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sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. . What does a physician do about negative patient reviews on rate-your-doctor websites? Should doctors advertise on Google? How much should a medical practice's website cost? Are Facebook and blogging just passing fads? As medical practices face increasing business pressures in the 21st century, health care providers and executives ponder these and similar questions every day. The Totally Wired Doctor gives plain-talk answers and offers common-sense guidance to managing the formidable assortment of technology and market forces reshaping modern health care. Health providers particularly specialists need a steady flow of new patients. How and where they get them depends less on referring physicians and more on patients shopping online for information first and for doctors second. In The Totally Wired Doctor, author Ron Harman King makes Internet technology easy to understand for medical professionals, examining key elements of medical marketing, patient education and building a successful practice through the online and offline processes patients use to select health care providers. About the Author Ron Harman King is founder and CEO of Vanguard Communications, a Denver-based marketing, public relations and communications technology firm specializing in

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growing specialty medical practices and specialty hospitals. Through its MedMarketLink program, Vanguard has combined the disciplines of online and offline PR, strategic marketing and information technology to bring new patients to physicians from coast to coast. For more information, visit vanguardcommunications.net.

Praise for "Wired to Care" ""Wired to Care" will convince you that businesses succeed with their hearts as much as their heads. Dev Patnaik has given us just what we need for the lean years ahead."MALCOLM GLADWELL, author of "Outliers, Blink, " and" The Tipping Point" ""Wired to Care" describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic--and much more successful--business."CHIP HEATH, author of" Made to Stick" "Dev Patnaik's "Wired to Care" maps a path to innovation fueled by 'seeing the world with new eyes.' On numerous occasions, Dev and his colleagues at Jump helped us break through to those most critical insights."BETH COMSTOCK, Chief Marketing Officer, GE ""Wired to Care" offers a roadmap to success paved with empathy. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care."ROBYN WATERS, former VP of Trend, Target

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Stores, and author of "The Hummer and the Mini" Blurring the Line Between Inside and Out What's the critical difference between Nike and every other shoe company on the planet? Why do some airline executives continue to insist that air travel is great, when we all know better? What has enabled Zildjian, a family business founded outside Istanbul, to thrive for almost 400 years? In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how

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Rather than focus on technology itself, Colombo (a writer specializing in sales and marketing) applies technology especially the Internet to existing business models, and describes the positive impact such an approach can have on sales. The book also includes interviews with figures like Seth Dodin, Research shows that people cannot reach their full potential unless they are in healthy connection with others. Dr. Amy Banks teaches us how to rewire our brains for healthier relationships and happier, more fulfilling lives. We all experience moments when we feel isolated and alone. A 2006 Purdue University study found that twenty-five percent of Americans cannot name a single person they feel close to. Yet every single one of us is hardwired for close relationships. The key to more satisfying relationships--be it with a significant other, a family member, or a colleague--is to strengthen the neural

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pathways in our brains that encourage closeness and connection. In this groundbreaking book, Dr. Banks give us a road map for developing the four distinct neural pathways in the brain that underlie the four most important ingredients for close relationships: calmness, acceptance, emotional resonance, and energy. *Wired to Connect* gives you the tools you need to strengthen the parts of your brain that encourage connection and to heal the neural damage that disconnection can cause.

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