

The Art Of Choosing Sheena Iyengar

RIGHT HERE, WE HAVE COUNTLESS EBOOK **THE ART OF CHOOSING SHEENA IYENGAR** AND COLLECTIONS TO CHECK OUT. WE ADDITIONALLY PROVIDE VARIANT TYPES AND FURTHERMORE TYPE OF THE BOOKS TO BROWSE. THE USUAL BOOK, FICTION, HISTORY, NOVEL, SCIENTIFIC RESEARCH, AS WITHOUT DIFFICULTY AS VARIOUS NEW SORTS OF BOOKS ARE READILY HANDY HERE.

AS THIS THE ART OF CHOOSING SHEENA IYENGAR , IT ENDS TAKING PLACE MAMMAL ONE OF THE FAVORED BOOKS THE ART OF CHOOSING SHEENA IYENGAR COLLECTIONS THAT WE HAVE. THIS IS WHY YOU REMAIN IN THE BEST WEBSITE TO LOOK THE INCREDIBLE BOOK TO HAVE.

THE ART OF CHOOSING - SHEENA IYENGAR 2010-04-01

EVERY DAY WE MAKE CHOICES. COKE OR PEPSI? SAVE OR SPEND? STAY OR GO? WHETHER MUNDANE OR LIFE-ALTERING, THESE CHOICES DEFINE US AND SHAPE OUR LIVES. SHEENA IYENGAR ASKS THE DIFFICULT QUESTIONS ABOUT HOW AND WHY WE CHOOSE: IS THE DESIRE FOR CHOICE INNATE OR BOUND BY CULTURE? WHY DO WE SOMETIMES CHOOSE AGAINST OUR BEST INTERESTS? HOW MUCH CONTROL DO WE REALLY HAVE OVER WHAT WE CHOOSE? SHEENA IYENGAR'S AWARD-WINNING RESEARCH REVEALS THAT THE ANSWERS ARE SURPRISING AND PROFOUND. IN OUR WORLD OF SHIFTING POLITICAL AND CULTURAL FORCES, TECHNOLOGICAL REVOLUTION, AND INTERCONNECTED COMMERCE, OUR DECISIONS HAVE FAR-REACHING CONSEQUENCES. USE THE ART OF CHOOSING AS YOUR COMPANION AND GUIDE FOR THE MANY CHALLENGES AHEAD.

THE TYRANNY OF CHOICE - RENATA SALECL 2011

A BRILLIANT STUDY ON THE NATURE OF CHOICE AND HOW LIMITLESS FREEDOM CAN LEAD TO DESPAIR.

FROM HARVEY RIVER - LORNA GOODISON 2009-02-24

"THROUGHOUT HER LIFE MY MOTHER, DORIS, LIVED IN TWO PLACES AT ONCE: KINGSTON, JAMAICA, WHERE SHE RAISED A FAMILY OF NINE CHILDREN, AND HARVEY RIVER, IN THE PARISH OF HANOVER, WHERE SHE WAS BORN AND GREW UP." WHEN DORIS HARVEY'S ENGLISH GRANDFATHER, WILLIAM HARVEY, DISCOVERS A CLEARING AT THE END OF A PATH CUT BY THE FEET OF THOSE RUNNING FROM SLAVERY, HE GIVES HIS NAME TO WHAT WILL BECOME HIS FAMILY'S HOME FOR GENERATIONS. FOR DORIS, HARVEY RIVER IS THE PLACE SHE ALWAYS CALLED HOME, THE PLACE WHERE SHE WAS ONE OF THE "FABULOUS HARVEY GIRLS," AND WHERE THE RICH LOCAL BOUNTY OF LUCEA YAMS, PIMENTOS, AND MANGOES WENT HAND IN HAND WITH THE VICTORIAN NICETIES OF HER PARENTS' HOUSE. IT IS A PLACE SHE WILL RETURN TO IN DREAMS WHEN HER FORTUNES CHANGE, YEARS LATER, AND SHE AND HER HUSBAND, MARCUS GOODISON, RELOCATE TO "HARD LIFE" KINGSTON AND ENCOUNTER THE HARSH REALITIES OF URBAN LIVING IN CLOSE QUARTERS. IN LORNA GOODISON'S SPELLBINDING MEMOIR OF HER FOREBEARS, WE MEET A CAST OF WONDERFULLY DRAWN CHARACTERS, INCLUDING GEORGE O'BRIAN WILSON, THE IRISH PATRIARCH OF THE FAMILY WHO MARRIED A GUINEA WOMAN AFTER COMING TO JAMAICA IN THE MID-1800S; DORIS'S PARENTS, MARGARET AND DAVID, CHILDHOOD SWEETHEARTS WHO BECAME THE FIRST FAMILY OF HARVEY RIVER; AND THEIR EIGHT CHILDREN, CLEODINE, STRAIGHT-BACKED AND IMPERIOUS; SERIOUS ALBERTHA, CALLED "MISS JO" BECAUSE SHE WAS MISSING ALL SENSE OF JOVIALITY; BEAUTIFUL HOWARD, WHO DIES AN EARLY DEATH; ROSE, WHOSE LOVELINESS INSPIRES DEVOTION BUT WHOSE OWN HEART IS NEVER FULFILLED; TAXI-MAN EDMUND, WHO YEARNS FOR THE FREEDOMS OF THE BIG CITY; FLAVIUS, WHO SPENDS HIS LIFE SEARCHING FOR THE TRUE CHURCH OF GOD; LARGE-HEARTED, PRACTICAL-MINDED DORIS, WHOSE BOTTOMLESS COOKING POT OFTEN FEEDS MORE THAN JUST HER FAMILY; AND VIVACIOUS, HARD-HEADED ANN, WHOSE GIFT OF READING HAIR TELLS HER THE FUTURE. IN LUSH, VIVID PROSE, TEXTURED WITH THE CADENCES OF CREOLE SPEECH, LORNA GOODISON WEAVES TOGETHER MEMORY AND MYTHOLOGY TO CREATE A VIVID TAPESTRY. SHE TAKES US DEEP INTO THE HEART OF A COMPLETE WORLD TO TELL A UNIVERSAL STORY OF FAMILY AND THE TIES THAT BIND US TO THE PLACE WE CALL HOME.

THE ANNOTATED AFRICAN AMERICAN FOLKTALES - HENRY LOUIS GATES 2017-11-14

WINNER OF THE 2018 NAACP IMAGE AWARD FOR OUTSTANDING LITERARY WORK, FICTION THESE NEARLY 150 AFRICAN AMERICAN FOLKTALES ANIMATE OUR PAST AND RECLAIM A LOST CULTURAL LEGACY TO REDEFINE AMERICAN LITERATURE. DRAWING FROM THE GREAT FOLKLORISTS OF THE PAST WHILE EXPANDING AFRICAN AMERICAN LORE WITH DOZENS OF TALES RARELY SEEN BEFORE, THE ANNOTATED AFRICAN AMERICAN FOLKTALES REVOLUTIONIZES THE CANON LIKE NO OTHER VOLUME. FOLLOWING IN THE TRADITION OF SUCH CLASSICS AS ARTHUR HUFF FAUSET'S "NEGRO FOLK TALES FROM THE SOUTH" (1927), ZORA NEALE HURSTON'S MULES AND MEN (1935), AND VIRGINIA HAMILTON'S THE PEOPLE COULD FLY (1985), ACCLAIMED SCHOLARS HENRY LOUIS GATES JR. AND MARIA TATAR ASSEMBLE A GROUNDBREAKING COLLECTION OF FOLKTALES, MYTHS, AND LEGENDS THAT REVITALIZES A VIBRANT AFRICAN AMERICAN PAST TO PRODUCE THE MOST COMPREHENSIVE AND AMBITIOUS COLLECTION OF AFRICAN AMERICAN FOLKTALES EVER PUBLISHED IN AMERICAN LITERARY HISTORY. ARGUING FOR THE VALUE OF THESE DECEPTIVELY SIMPLE STORIES AS PART OF A SOPHISTICATED, COMPLEX, AND HETEROGENEOUS CULTURAL HERITAGE, GATES AND TATAR SHOW HOW THESE REMARKABLE STORIES DESERVE A PLACE ALONGSIDE THE CLASSIC WORKS OF AFRICAN AMERICAN LITERATURE, AND AMERICAN LITERATURE MORE BROADLY. OPENING WITH TWO INTRODUCTORY ESSAYS AND TWENTY SEMINAL AFRICAN TALES AS HISTORICAL BACKGROUND, GATES AND TATAR PRESENT NEARLY 150 AFRICAN AMERICAN STORIES, AMONG THEM FAMILIAR BRER RABBIT CLASSICS, BUT ALSO STORIES LIKE "THE TALKING SKULL" AND "WITCHES WHO RIDE," AS WELL AS OUT-OF-PRINT TALES FROM THE 1890S' SOUTHERN WORKMAN. BEGINNING WITH THE FIGURE OF ANANSI, THE AFRICAN TRICKSTER, MASTER OF IMPROVISATION—A SPIDER WHO PLOTS AND WEAVES IN SCANDALOUS WAYS—THE ANNOTATED AFRICAN AMERICAN FOLKTALES THEN GOES ON TO DRAW CARIBBEAN AND CREOLE TALES INTO THE ORBIT OF THE FOLKLORIC CANON. IT RETRIEVES STORIES NOT SEEN SINCE THE HARLEM RENAISSANCE AND BRINGS BACK ARCHIVAL TALES OF "NEGRO FOLKLORE" THAT BOOKER T. WASHINGTON PROCLAIMED HAD EMANATED FROM A "GRAPEVINE" THAT EXISTED EVEN BEFORE THE AMERICAN REVOLUTION, STORIES

BROUGHT OVER BY SLAVES WHO HAD SURVIVED THE MIDDLE PASSAGE. FURTHERMORE, GATES AND TATAR'S VOLUME NOT ONLY DEFINES A NEW CANON BUT REVEALS HOW THESE FOLKTALES WERE HIJACKED AND MISAPPROPRIATED IN PREVIOUS INCARNATIONS, EGREGIOUSLY BY JOEL CHANDLER HARRIS, A SOUTHERN NEWSPAPERMAN, AS WELL AS BY WALT DISNEY, WHO CANNIBALIZED AND CAPITALIZED ON HARRIS'S VOLUMES BY CREATING CARTOON CHARACTERS DRAWN FROM THIS AFRICAN AMERICAN LORE. PRESENTING THESE TALES WITH ILLUMINATING ANNOTATIONS AND HUNDREDS OF REVELATORY ILLUSTRATIONS, THE ANNOTATED AFRICAN AMERICAN FOLKTALES REMINDS US THAT STORIES NOT ONLY MOVE, ENTERTAIN, AND INSTRUCT BUT, MORE FUNDAMENTALLY, INSPIRE AND KEEP HOPE ALIVE. THE ANNOTATED AFRICAN AMERICAN FOLKTALES INCLUDES: INTRODUCTORY ESSAYS, NEARLY 150 AFRICAN AMERICAN STORIES, AND 20 SEMINAL AFRICAN TALES AS HISTORICAL BACKGROUND THE FAMILIAR BRER RABBIT CLASSICS, AS WELL AS NEWS-MAKING VERNACULAR TALES FROM THE 1890S' SOUTHERN WORKMAN AN ENTIRE SECTION OF CARIBBEAN AND LATIN AMERICAN FOLKTALES THAT FINALLY BECOME INCORPORATED INTO THE CANON APPROXIMATELY 200 FULL-COLOR, MUSEUM-QUALITY IMAGES

THE ART OF CHOOSING - SHEENA IYENGAR 2010-04-01

EVERY DAY WE MAKE CHOICES. COKE OR PEPSI? SAVE OR SPEND? STAY OR GO? WHETHER MUNDANE OR LIFE-ALTERING, THESE CHOICES DEFINE US AND SHAPE OUR LIVES. SHEENA IYENGAR ASKS THE DIFFICULT QUESTIONS ABOUT HOW AND WHY WE CHOOSE: IS THE DESIRE FOR CHOICE INNATE OR BOUND BY CULTURE? WHY DO WE SOMETIMES CHOOSE AGAINST OUR BEST INTERESTS? HOW MUCH CONTROL DO WE REALLY HAVE OVER WHAT WE CHOOSE? HER AWARD-WINNING RESEARCH REVEALS THAT THE ANSWERS ARE SURPRISING AND PROFOUND. IN OUR WORLD OF SHIFTING POLITICAL AND CULTURAL FORCES, TECHNOLOGICAL REVOLUTION, AND INTERCONNECTED COMMERCE, OUR DECISIONS HAVE FAR-REACHING CONSEQUENCES. USE THIS BOOK AS YOUR COMPANION AND GUIDE FOR THE MANY CHALLENGES AHEAD. 'NO ONE ASKS BETTER QUESTIONS, OR COMES UP WITH MORE INTRIGUING ANSWERS' MALCOLM GLADWELL, AUTHOR OF THE TIPPING POINT

SUMMARY OF SHEENA IYENGAR'S THE ART OF CHOOSING - EVEREST MEDIA, 2022-04-29T22:59:00Z

PLEASE NOTE: THIS IS A COMPANION VERSION ¶ NOT THE ORIGINAL BOOK. SAMPLE BOOK INSIGHTS: #1 WE OFTEN ASK THESE QUESTIONS NOT BECAUSE WE'RE LOOKING FOR SURVIVAL TIPS, BUT BECAUSE WE'RE FASCINATED BY OUR LIMITS AND OUR ABILITY TO COPE WITH THE KINDS OF EXTREME CONDITIONS THAT THERE IS LITTLE PREPARATION FOR. #2 THE AUTHOR EXPLAINS THAT CHOICE IS AN EXTREMELY POWERFUL FORCE THAT DETERMINES HOW WE LIVE. WE CAN MEASURE OUR LIVES BY THE CHOICES WE MAKE, WHICH BRINGS US TO WHERE WE ARE TODAY. #3 IN 1957, CURT RICHTER CONDUCTED AN EXPERIMENT THAT SHOWED HOW SOME RATS WERE MORE PERSISTENT THAN OTHERS. THE RATS WERE PLACED IN A SITUATION WHERE THEY HAD TO SWIM FOR THEIR LIVES, AND EVEN THOUGH THE WATER TEMPERATURE WAS THE SAME, SOME RATS CONTINUED SWIMMING FOR AN AVERAGE OF 60 HOURS BEFORE BECOMING EXHAUSTED. #4 WHEN WE SPEAK OF CHOICE, WHAT WE MEAN IS THE ABILITY TO EXERCISE CONTROL OVER OURSELVES AND OUR ENVIRONMENT. TO CHOOSE, WE MUST FIRST PERCEIVE THAT CONTROL IS POSSIBLE. THE RATS KEPT SWIMMING DESPITE MOUNTING FATIGUE AND NO APPARENT MEANS OF ESCAPE BECAUSE THEY HAD ALREADY TASTED FREEDOM, WHICH THEY HAD ATTAINED THROUGH THEIR OWN VIGOROUS WRIGGLING EFFORTS.

READINGS IN SOCIAL JUSTICE - VALERIE CHEPP 2021-08-10

READINGS IN SOCIAL JUSTICE: POWER, INEQUALITY, AND ACTION PROVIDES STUDENTS WITH A CAREFULLY CURATED SELECTION OF ARTICLES THAT EXPLORE THE CONCEPT OF SOCIAL JUSTICE WITHIN SOCIAL SYSTEMS OF POWER, INEQUALITY, AND RESISTANCE. THE ANTHOLOGY IS GROUNDED IN LITERATURE ON SOCIAL CHANGE, LIBERATION, ETHICS, AND CRITICAL THEORY AUTHORED BY PROMINENT SCHOLARS, THINKERS, PRACTITIONERS, AND ACTIVISTS IN THE FIELD. IT PROVIDES STUDENTS WITH AN INTERDISCIPLINARY AND INTRODUCTORY OVERVIEW OF THE FIELD OF SOCIAL JUSTICE STUDIES. THE BOOK IS DIVIDED INTO FOUR DISTINCT UNITS. UNIT 1 FEATURES READINGS THAT DRAW UPON CLASSICAL AND FOUNDATIONAL TEXTS TO INTRODUCE STUDENTS TO KEY CONCEPTS, VOCABULARY, AND THEORIES IN SOCIAL JUSTICE STUDIES. UNIT 2 INCLUDES CONTEMPORARY TEXTS WITH FOCUS ON THE CONCEPTS OF OPPRESSION, PRIVILEGE, AND INTERSECTIONALITY. IN UNIT 3, STUDENTS LEARN ABOUT THE VARIOUS WAYS IN WHICH INEQUALITY AND INJUSTICE MANIFEST IN OUR EVERYDAY LIVES AND INSTITUTIONS. THE FINAL UNIT PRESENTS STRATEGIES FOR INCITING AND IMPLEMENTING SOCIAL JUSTICE. EACH UNIT INCLUDES A GLOSSARY OF KEY TERMS, AS WELL AS POST-READING QUESTIONS TO HELP READERS COMPREHEND AND SYNTHESIZE INFORMATION ACROSS THE ANTHOLOGY'S FEATURED TEXTS. DEVELOPED TO HELP STUDENTS BETTER UNDERSTAND SOCIAL INEQUITIES, INJUSTICES, AND OPPORTUNITIES FOR CHANGE, READINGS IN SOCIAL JUSTICE IS AN EXEMPLARY RESOURCE FOR COURSES IN SOCIOLOGY AND SOCIAL JUSTICE.

PAYOFF - DAN ARIELY 2016-11-15

BESTSELLING AUTHOR DAN ARIELY REVEALS FASCINATING NEW INSIGHTS INTO MOTIVATION—SHOWING THAT THE SUBJECT IS FAR MORE COMPLEX THAN WE EVER IMAGINED. EVERY DAY WE WORK HARD TO MOTIVATE OURSELVES, THE PEOPLE WE LIVE WITH, THE PEOPLE WHO WORK FOR AND DO BUSINESS WITH US. IN THIS WAY, MUCH OF WHAT WE DO CAN BE DEFINED AS BEING "MOTIVATORS." FROM THE

BOARDROOM TO THE LIVING ROOM, OUR ROLE AS MOTIVATORS IS COMPLEX, AND THE MORE WE TRY TO MOTIVATE PARTNERS AND CHILDREN, FRIENDS AND COWORKERS, THE CLEARER IT BECOMES THAT THE STORY OF MOTIVATION IS FAR MORE INTRICATE AND FASCINATING THAN WE'VE ASSUMED. PAYOFF INVESTIGATES THE TRUE NATURE OF MOTIVATION, OUR PARTIAL BLINDNESS TO THE WAY IT WORKS, AND HOW WE CAN BRIDGE THIS GAP. WITH STUDIES THAT RANGE FROM INTEL TO A KINDERGARTEN CLASSROOM, ARIELY DIGS DEEP TO FIND THE ROOT OF MOTIVATION—HOW IT WORKS AND HOW WE CAN USE THIS KNOWLEDGE TO APPROACH IMPORTANT CHOICES IN OUR OWN LIVES. ALONG THE WAY, HE EXPLORES INTRIGUING QUESTIONS SUCH AS: CAN GIVING EMPLOYEES BONUSES HARM PRODUCTIVITY? WHY IS TRUST SO CRUCIAL FOR SUCCESSFUL MOTIVATION? WHAT ARE OUR MISCONCEPTIONS ABOUT HOW TO VALUE OUR WORK? HOW DOES YOUR SENSE OF YOUR MORTALITY IMPACT YOUR MOTIVATION?

THE ART OF BARON YOSHIMOTO - BARON YOSHIMOTO 2018-10

THIS IS THE NEW GROUND OF GEKIGA ARTIST BARON YOSHIMOTO FROM BARON YOSHIMOTO'S VAST COLLECTION OF WORKS FROM HIS 60-YEAR CAREER RANGING FROM GEKIGA (COMICS AIMED AT ADULT AUDIENCES WITH A DRAMATIC AND CINEMATIC STYLE AND MORE MATURE THEMES) AND ILLUSTRATIONS TO PAINTINGS ON PAPER AND CANVAS, THIS BOOK INTRODUCES 120 ARTWORKS FROM HIS ENTIRE CAREER. FOR THE FIRST TIME EVER, THIS BOOK COLLECTS YOSHIMOTO'S WORKS FROM THE 1980s, WHEN HE SPENT TIME IN THE US. WORKS FROM EXHIBITIONS UNDER THE NAME "RYU MANJI" IN THE 1990s AND WORKS FROM YOSHIMOTO'S LIVE DRAWING EVENT DONE IN COLLABORATION WITH KATSUYA TERADA ARE SHOWCASED, AS WELL. AS A GEKIGA ILLUSTRATOR AND A PAINTER, READERS WILL ENJOY BARON YOSHIMOTO'S LIFE AND WORK FROM VARIOUS ASPECTS. A RARE AND IMPORTANT INTERVIEW WITH KATSUYA TERADA IS INCLUDED AS A SPECIAL FEATURE.

VALUE MERCHANTS - JAMES C. ANDERSON 2007-11-07

DO YOUR SALESPeOPLE FEEL UNDER EXTREME PRESSURE TO RETAIN ACCOUNTS OR GAIN NEW BUSINESS AT ANY COST? IF SO, YOU MAY BE LEAVING BIG MONEY ON THE TABLE. CONSIDER THE INTEGRATED-CIRCUIT SUPPLIER REPRESENTATIVE WHO LOST \$500,000 OF POTENTIAL PROFIT ON A SINGLE TRANSACTION, JUST TO "WIN" A DEAL THAT HE WOULD HAVE CLOSED ANYWAY AT THE HIGHER PRICE. DO NOT MAKE PRICE CONCESSIONS. BECOME A VALUE MERCHANT INSTEAD. IN THIS AUTHORITATIVE BOOK, JAMES ANDERSON, NIRMALYA KUMAR, AND JAMES NARUS EXPLAIN HOW COMPANIES IN BUSINESS MARKETS CAN USE CUSTOMER VALUE MANAGEMENT TECHNIQUES TO ESTIMATE THE VALUE OF YOUR MARKET OFFERINGS, CREATE VALUE PROPOSITIONS THAT RESONATE WITH YOUR CUSTOMERS, AND MAXIMIZE THE RETURN YOU WILL GET ON THE SUPERIOR VALUE THAT YOU DELIVER. DRAWING ON EXTENSIVE RESEARCH AND DETAILED CASE STUDIES OF COMPANIES LIKE SONOCO, TATA STEEL, AND QUAKER CHEMICAL, VALUE MERCHANTS WILL CHANGE THE MINDSET AND BEHAVIOR OF YOUR EXECUTIVES, SALES MANAGEMENT, REPRESENTATIVES, AND MARKETERS—AS WELL AS YOUR CUSTOMERS.

SELF-DETERMINATION THEORY - RICHARD M. RYAN 2018-11-06

"AMONG THE MOST INFLUENTIAL MODELS IN CONTEMPORARY BEHAVIORAL SCIENCE, SELF-DETERMINATION THEORY (SDT) OFFERS A BROAD FRAMEWORK FOR UNDERSTANDING THE FACTORS THAT PROMOTE HUMAN MOTIVATION AND PSYCHOLOGICAL FLOURISHING. IN THIS AUTHORITATIVE WORK, SDT COFOUNDERS RICHARD M. RYAN AND EDWARD L. DECI SYSTEMATICALLY REVIEW THE THEORY'S CONCEPTUAL UNDERPINNINGS, EMPIRICAL EVIDENCE BASE, AND PRACTICAL APPLICATIONS ACROSS THE LIFESPAN. RYAN AND DECI DEMONSTRATE THAT SUPPORTING PEOPLE'S BASIC NEEDS FOR COMPETENCE, RELATEDNESS, AND AUTONOMY IS CRITICALLY IMPORTANT FOR VIRTUALLY ALL ASPECTS OF INDIVIDUAL AND SOCIETAL FUNCTIONING."--JACKET.

THE BILLIONAIRE'S APPRENTICE - ANITA RAGHAVAN 2013-06-04

JUST AS WASPS, IRISH-CATHOLICS AND OUR CROWD JEWS ONCE MADE THE ASCENT FROM IMMIGRANTS TO POWERBROKERS, IT IS NOW THE INDIAN-AMERICAN'S TURN. CITIGROUP, PEPSICO AND MASTERCARD ARE JUST A HANDFUL OF THE FORTUNE 500 COMPANIES LED BY A GROUP KNOWN AS THE "TWICE BLESSED." YET LITTLE IS KNOWN ABOUT HOW THESE INDIAN EMIGRES (AND CHILDREN OF EMIGRES) ROSE THROUGH THE RANKS. UNTIL NOW... THE COLLAPSE OF THE GALLEON GROUP--A HEDGE FUND THAT MANAGED MORE THAN \$7 BILLION IN ASSETS--FROM CRIMINAL CHARGES OF INSIDER TRADING WAS A SENSATIONAL CASE THAT PITTED PROSECUTOR PREET BHARARA, HIMSELF THE SON OF INDIAN IMMIGRANTS, AGAINST THE BEST AND BRIGHTEST OF THE SOUTH ASIAN BUSINESS COMMUNITY. AT THE CENTER OF THE CASE WAS SELF-DESCRIBED KING OF KINGS, GALLEON'S FOUNDER RAJ RAJARATNAM, A SRI-LANKAN-BORN, WHARTON-EDUCATED BILLIONAIRE. BUT THE MOST SHOCKING ALLEGATION WAS THAT THE 𑀧𑀺𑀓𑀺𑀓𑀺 MINENCE GRISE OF INDIAN BUSINESS, RAJAT GUPTA, WAS RAJARATNAM'S ACCOMPLICE AND MOLE. IF NOT FOR GUPTA'S NOSE-TO-THE-GRINDSTONE RISE TO HEAD UP MCKINSEY & CO AND A POSITION ON THE GOLDMAN SACHS BOARD, MEN LIKE RAJARATNAM WOULD HAVE NEVER MADE IT TO THE TOP OF AMERICA'S MONEYED ELITE. AUTHOR ANITA RAGHAVAN CRISS-CROSSES THE GLOBE FROM WALL STREET BOARDROOMS TO DELHI'S INDIAN INSTITUTE OF TECHNOLOGY AS SHE UNCOVERS THE SECRETS OF THIS SUBCULTURE--AN INCREDIBLE TALE OF TRIUMPH, TEMPTATION AND TRAGEDY.

SWAY - ORI BRAFMAN 2009-06-02

A FASCINATING JOURNEY INTO THE HIDDEN PSYCHOLOGICAL INFLUENCES THAT DERAIL OUR DECISION-MAKING, SWAY WILL CHANGE THE WAY YOU THINK ABOUT THE WAY YOU THINK. WHY IS IT SO DIFFICULT TO SELL A PLUMMETING STOCK OR END A DOOMED RELATIONSHIP? WHY DO WE LISTEN TO ADVICE JUST BECAUSE IT CAME FROM SOMEONE "IMPORTANT"? WHY ARE WE MORE LIKELY TO FALL IN LOVE WHEN THERE'S DANGER INVOLVED? IN SWAY, RENOWNED ORGANIZATIONAL THINKER ORI BRAFMAN AND HIS BROTHER, PSYCHOLOGIST ROM BRAFMAN, ANSWER ALL THESE QUESTIONS AND MORE. DRAWING ON CUTTING-EDGE RESEARCH FROM THE FIELDS OF SOCIAL PSYCHOLOGY, BEHAVIORAL ECONOMICS, AND ORGANIZATIONAL BEHAVIOR, SWAY REVEALS DYNAMIC FORCES THAT INFLUENCE EVERY ASPECT OF OUR PERSONAL AND BUSINESS LIVES, INCLUDING LOSS AVERSION (OUR TENDENCY TO GO TO GREAT LENGTHS TO AVOID PERCEIVED LOSSES), THE DIAGNOSIS BIAS (OUR INABILITY TO REEVALUATE OUR INITIAL DIAGNOSIS OF A PERSON OR SITUATION), AND THE "CHAMELEON EFFECT" (OUR TENDENCY TO TAKE ON CHARACTERISTICS THAT HAVE BEEN ARBITRARILY ASSIGNED TO US). SWAY INTRODUCES US TO THE HARVARD BUSINESS SCHOOL PROFESSOR WHO GOT HIS STUDENTS TO PAY \$204 FOR A \$20 BILL, THE HEAD OF AIRLINE SAFETY WHOSE DISREGARD FOR HIS YEARS OF TRAINING LED TO THE TRANSFORMATION OF AN ENTIRE INDUSTRY, AND THE

FOOTBALL COACH WHO TURNED CONVENTIONAL STRATEGY ON ITS HEAD TO LEAD HIS TEAM TO VICTORY. WE ALSO LEARN THE CURSE OF THE NBA DRAFT, DISCOVER WHY INTERVIEWS ARE A TERRIBLE WAY TO GAUGE FUTURE JOB PERFORMANCE, AND GO INSIDE A SESSION WITH THE SUPREME COURT TO SEE HOW THE WORLD'S MOST POWERFUL JUSTICES AVOID THE DANGERS OF GROUP DYNAMICS. EVERY ONCE IN A WHILE, A BOOK COMES ALONG THAT NOT ONLY CHALLENGES OUR VIEWS OF THE WORLD BUT CHANGES THE WAY WE THINK. IN SWAY, ORI AND ROM BRAFMAN NOT ONLY UNCOVER RATIONAL EXPLANATIONS FOR A WIDE VARIETY OF IRRATIONAL BEHAVIORS BUT ALSO POINT READERS TOWARD WAYS TO AVOID SUCCUMBING TO THEIR PULL.

PENSION DESIGN AND STRUCTURE - OLIVIA S. MITCHELL 2004-07-15

EMPLOYEES ARE INCREASINGLY ASKED TO MAKE SOPHISTICATED DECISIONS ABOUT THEIR PENSION AND HEALTHCARE PLANS. YET RECENT RESEARCH SHOWS THAT THE DECISIONS 'REAL' PEOPLE MAKE ARE OFTEN NOT THOSE OF THE CAREFUL AND WELL-INFORMED ECONOMIC AGENT CONVENTIONALLY PORTRAYED IN ECONOMIC RESEARCH. RATHER, DECISION-MAKERS TEND TO OPERATE WITH FLAWED INFORMATION AND MAKE SOME OF THE MOST CRITICAL FINANCIAL DECISIONS OF THEIR LIVES LACKING A FULL UNDERSTANDING OF THE OPTIONS BEFORE THEM AND THE IMPLICATIONS OF THEIR DECISIONS. PENSION DESIGN AND STRUCTURE EXPLORES THE ASSUMPTIONS BEHIND COMMONLY-HELD THEORIES OF RETIREMENT DECISION-MAKING, IN ORDER TO DRAW OUT THE CONSEQUENCES OF FRONTIER RESEARCH IN BEHAVIORAL FINANCE AND ECONOMICS FOR THOSE INTERESTED IN BETTER DESIGN AND STRUCTURE OF RETIREMENT PENSIONS. USING LARGE DATASETS NEWLY PROVIDED BY FINANCIAL SERVICE FIRMS AND REAL-WORLD EXPERIMENTS, THIS VOLUME TESTS THE HYPOTHESES OF THIS RESEARCH. THIS IS THE FIRST BOOK TO EXPLORE THE IMPLICATIONS OF BEHAVIORAL FINANCE RESEARCH FOR PENSIONS AND RETIREMENT STUDIES. THE AUTHORS BLEND CUTTING-EDGE RESEARCH FROM SEVERAL FIELDS INCLUDING FINANCE, ECONOMICS, MANAGEMENT, SOCIOLOGY, AND PSYCHOLOGY. THE BOOK WILL BE OF INTEREST TO PENSION PLAN PARTICIPANTS AND SPONSORS, FINANCIAL SERVICE GROUPS RESPONSIBLE FOR PENSIONS, AND RETIREMENT SYSTEM REGULATORS.

THE CHOOSING BY ADVANTAGES DECISIONMAKING SYSTEM - JIM SUHR 1999

CHOOSING BY ADVANTAGES IS A SET OF CONCEPTS AND METHODS DESIGNED TO MAKE DECISIONMAKING MORE EFFECTIVE FOR ORGANIZATIONS, COMMUNITIES, AND INDIVIDUALS.

MORE MONEY THAN GOD - SEBASTIAN MALLABY 2011-05-03

WEALTHY, POWERFUL, AND POTENTIALLY DANGEROUS, HEDGE-FIND MANAGERS HAVE EMERGED AS THE STARS OF TWENTY-FIRST CENTURY CAPITALISM. BASED ON UNPRECEDENTED ACCESS TO THE INDUSTRY, MORE MONEY THAN GOD PROVIDES THE FIRST AUTHORITATIVE HISTORY OF HEDGE FUNDS. THIS IS THE INSIDE STORY OF THEIR ORIGINS IN THE 1960s AND 1970s, THEIR EXPLOSIVE BATTLES WITH CENTRAL BANKS IN THE 1980s AND 1990s, AND FINALLY THEIR ROLE IN THE FINANCIAL CRISIS OF 2007-9. HEDGE FUNDS REWARD RISK TAKERS, SO THEY TEND TO ATTRACT LARGER-THAN-LIFE PERSONALITIES. JIM SIMONS BEGAN LIFE AS A CODE-BREAKER AND MATHEMATICIAN, CO-AUTHORING A PAPER ON THEORETICAL GEOMETRY THAT LED TO BREAKTHROUGHS IN STRING THEORY. KEN GRIFFIN STARTED OUT TRADING CONVERTIBLE BONDS FROM HIS HARVARD DORM ROOM. PAUL TUDOR JONES HAPPILY DECLARED THAT A 1929-STYLE CRASH WOULD BE 'TOTAL ROCK-AND-ROLL' FOR HIM. MICHAEL STEINHARDT WAS CAPABLE OF REDUCING UNDERLINGS TO SOBS. 'ALL I WANT TO DO IS KILL MYSELF,' ONE SAID. 'CAN I WATCH?' STEINHARDT RESPONDED. A SAGA OF RICHES AND RICH EGOS, THIS IS ALSO A HISTORY OF DISCOVERY. DRAWING ON INSIGHTS FROM MATHEMATICS, ECONOMICS AND PSYCHOLOGY TO CRACK THE MYSTERIES OF THE MARKET, HEDGE FUNDS HAVE TRANSFORMED THE WORLD, SPAWNING NEW MARKETS IN EXOTIC FINANCIAL INSTRUMENTS AND REWRITING THE RULES OF CAPITALISM. AND WHILE MAJOR BANKS, BROKERS, HOME LENDERS, INSURERS AND MONEY MARKET FUNDS FAILED OR WERE BAILED OUT DURING THE CRISIS OF 2007-9, THE HEDGE-FUND INDUSTRY SURVIVED THE TEST, PROVING THAT MONEY CAN BE SUCCESSFULLY MANAGED WITHOUT TAXPAYER SAFETY NETS. ANYBODY PONDERING FIXES TO THE FINANCIAL SYSTEM COULD USEFULLY START HERE: THE FUTURE OF FINANCE LIES IN THE HISTORY OF HEDGE FUNDS.

ART OF PERNILLE 𑀧𑀺𑀓𑀺𑀓𑀺 RUM PERNILLE ORUM 2020

THIS IS THE FIRST MAJOR PUBLICATION FROM POPULAR VISUAL DEVELOPMENT ARTIST AND CHARACTER DESIGNER, PERNILLE 𑀧𑀺𑀓𑀺𑀓𑀺 RUM. IT FOLLOWS ON FROM THE SUCCESS OF PERNILLE'S TWO PREVIOUS SHOWCASE ART BOOKS (BLUSH AND CORAL) BUT IS A MORE AMBITIOUS VOLUME FILLED WITH EVEN MORE ART, BEHIND THE SCENES AND PLENTY OF TIPS AND TUTORIALS. AN IDEAL READ FOR ANY BUDDING ANIMATION ARTIST.

CONTROLLING PEOPLE - PATRICIA EVANS 2003-02-01

LEARN HOW TO 'BREAK THE SPELL' OF CONTROL WITH PATRICIA EVANS' NEW BESTSELLER. ALREADY HAILED BY OPRAH WINFREY, CONTROLLING PEOPLE DEALS WITH ISSUES BIG AND SMALL - REVEALING THE THOUGHT PROCESSES OF THOSE WHO SEEK TO CONTROL IN ORDER TO PROVIDE A 'SPELL-BREAKING' MIND-SET FOR THOSE WHO SUFFER THIS INSIDIOUS MANIPULATION. INVALUABLE INSIGHT AND ADVICE FOR THOSE WHO SEEK SUPPORT.

THE PARADOX OF CHOICE - BARRY SCHWARTZ 2009-10-13

WHETHER WE'RE BUYING A PAIR OF JEANS, ORDERING A CUP OF COFFEE, SELECTING A LONG-DISTANCE CARRIER, APPLYING TO COLLEGE, CHOOSING A DOCTOR, OR SETTING UP A 401(k), EVERYDAY DECISIONS—BOTH BIG AND SMALL—HAVE BECOME INCREASINGLY COMPLEX DUE TO THE OVERWHELMING ABUNDANCE OF CHOICE WITH WHICH WE ARE PRESENTED. AS AMERICANS, WE ASSUME THAT MORE CHOICE MEANS BETTER OPTIONS AND GREATER SATISFACTION. BUT BEWARE OF EXCESSIVE CHOICE: CHOICE OVERLOAD CAN MAKE YOU QUESTION THE DECISIONS YOU MAKE BEFORE YOU EVEN MAKE THEM, IT CAN SET YOU UP FOR UNREALISTICALLY HIGH EXPECTATIONS, AND IT CAN MAKE YOU BLAME YOURSELF FOR ANY AND ALL FAILURES. IN THE LONG RUN, THIS CAN LEAD TO DECISION-MAKING PARALYSIS, ANXIETY, AND PERPETUAL STRESS. AND, IN A CULTURE THAT TELLS US THAT THERE IS NO EXCUSE FOR FALLING SHORT OF PERFECTION WHEN YOUR OPTIONS ARE LIMITLESS, TOO MUCH CHOICE CAN LEAD TO CLINICAL DEPRESSION. IN THE PARADOX OF CHOICE, BARRY SCHWARTZ EXPLAINS AT WHAT POINT CHOICE—THE HALLMARK OF INDIVIDUAL FREEDOM AND SELF-DETERMINATION THAT WE SO CHERISH—BECOMES DETRIMENTAL TO OUR PSYCHOLOGICAL AND EMOTIONAL WELL-BEING. IN ACCESSIBLE, ENGAGING, AND ANECDOTAL PROSE, SCHWARTZ

SHOWS HOW THE DRAMATIC EXPLOSION IN CHOICE—FROM THE MUNDANE TO THE PROFOUND CHALLENGES OF BALANCING CAREER, FAMILY, AND INDIVIDUAL NEEDS—HAS PARADOXICALLY BECOME A PROBLEM INSTEAD OF A SOLUTION. SCHWARTZ ALSO SHOWS HOW OUR OBSESSION WITH CHOICE ENCOURAGES US TO SEEK THAT WHICH MAKES US FEEL WORSE. BY SYNTHESIZING CURRENT RESEARCH IN THE SOCIAL SCIENCES, SCHWARTZ MAKES THE COUNTER INTUITIVE CASE THAT ELIMINATING CHOICES CAN GREATLY REDUCE THE STRESS, ANXIETY, AND BUSYNESS OF OUR LIVES. HE OFFERS ELEVEN PRACTICAL STEPS ON HOW TO LIMIT CHOICES TO A MANAGEABLE NUMBER, HAVE THE DISCIPLINE TO FOCUS ON THOSE THAT ARE IMPORTANT AND IGNORE THE REST, AND ULTIMATELY DERIVE GREATER SATISFACTION FROM THE CHOICES YOU HAVE TO MAKE.

RESCUING THE PLANET - Tony Hiss 2022-03-22

AN URGENT, RESOUNDING CALL TO PROTECT 50 PERCENT OF THE EARTH'S LAND BY 2050—THEREBY SAVING MILLIONS OF ITS SPECIES—AND A CANDID ASSESSMENT OF THE HEALTH OF OUR PLANET AND OUR ROLE IN CONSERVING IT, FROM THE AWARD-WINNING AUTHOR OF THE EXPERIENCE OF PLACE AND VETERAN NEW YORKER STAFF WRITER. "AN UPEAT AND ENGAGING ACCOUNT OF THE REMARKABLE PROGRESS BEING MADE TO PRESERVE VAST WILD SPACES FOR ANIMALS TO ROAM." —THE WALL STREET JOURNAL BEGINNING IN THE VAST NORTH AMERICAN BOREAL FOREST THAT STRETCHES THROUGH CANADA, AND ROVING ACROSS THE CONTINENT, FROM THE NORTHERN SIERRA TO ALABAMA'S PAINT ROCK FOREST, FROM THE APPALACHIAN TRAIL TO A RANCH IN MEXICO, TONY HISS SETS OUT ON A JOURNEY TO TAKE STOCK OF THE "SUPERORGANISM" THAT IS THE EARTH: ITS LAND, ITS ELEMENTS, ITS PLANTS AND ANIMALS, ITS GREATEST THREATS--AND WHAT WE CAN DO TO KEEP IT, AND OURSELVES, ALIVE. HISS NOT ONLY INVITES US TO UNDERSTAND THE SCOPE AND GRAVITY OF THE PROBLEMS WE FACE, BUT ALSO MAKES THE CASE FOR WHY PROTECTING HALF THE LAND IS THE WAY TO FIX THOSE PROBLEMS. HE HIGHLIGHTS THE IMPORTANT WORK OF THE MANY GROUPS ALREADY INVOLVED IN THIS FIGHT, SUCH AS THE INDIGENOUS LEADERSHIP INITIATIVE, THE YELLOWSTONE TO YUKON CONSERVATION INITIATIVE, AND THE GLOBAL ANIMAL TRACKING PROJECT ICARUS. AND HE INTRODUCES US TO THE ENGINEERS, GEOLOGISTS, BIOLOGISTS, BOTANISTS, OCEANOGRAPHERS, ECOLOGISTS, AND OTHER "HALF EARTHERS" LIKE HISS HIMSELF WHO ARE ALLIED IN THEIR DEDICATION TO THE UNIFYING, ESSENTIAL CAUSE OF SAVING OUR OWN PLANET FROM OURSELVES. TENDER, IMPASSIONED, CURIOUS, AND ABOVE ALL ELSE INSPIRING, RESCUING THE PLANET IS A WORK THAT PROMISES TO MAKE ALL OF US BETTER CITIZENS OF THE EARTH.

THINK BIGGER - SHEENA IYENGAR 2023-04-11

IN THINK BIGGER, SHEENA IYENGAR—AN ACCLAIMED AUTHOR AND EXPERT IN THE SCIENCE OF CHOICE—ANSWERS A TIMELESS QUESTION WITH ENORMOUS IMPLICATIONS FOR PROBLEMS OF ALL KINDS ACROSS THE WORLD: "HOW CAN I GET MY BEST IDEAS?" IYENGAR PROVIDES ESSENTIAL TOOLS TO SPARK CREATIVE THINKING AND HELP US MAKE OUR MOST MEANINGFUL CHOICES. SHE DRAWS FROM RECENT ADVANCES IN NEURO- AND COGNITIVE SCIENCES TO GIVE READERS A SET OF PRACTICAL STEPS FOR COMING UP WITH POWERFUL NEW IDEAS. THINK BIGGER OFFERS AN INNOVATIVE EVIDENCE-BACKED METHOD FOR GENERATING BIG IDEAS THAT IYENGAR AND HER TEAM OF RESEARCHERS DEVELOPED AND REFINED OVER THE LAST DECADE. FOR ANYONE LOOKING TO INNOVATE, THE BLACK BOX OF CREATIVITY IS A MYSTERY NO LONGER. THINK BIGGER UPENDS THE MYTH THAT BIG IDEAS ARE RESERVED FOR A SELECT FEW. BY USING THIS METHOD AS A GUIDE TO CREATIVE THINKING, ANYBODY CAN PRODUCE REVOLUTIONARY IDEAS.

THE VOICES WITHIN - CHARLES FERNYHOUGH 2016-10-04

WE LIVE IMMersed IN THOUGHT. BUT DO WE ACTUALLY KNOW WHAT A THOUGHT IS? TO ANSWER THIS QUESTION, PSYCHOLOGY PROFESSOR CHARLES FERNYHOUGH DRAWS ON EVERYTHING FROM NEUROSCIENCE TO LITERARY HISTORY TO GRASP THE TRUE NATURE OF THIS MOST INSCRUTABLE OF ACTS: THINKING. WHETHER A MEDIEVAL SAINT WHO HEARS VOICES OR A WRITER ABSORBED IN AN IMAGINED WORLD, A DAYDREAMER RIDING THE SUBWAY OR A CAPTIVATED READER, WE EXPERIENCE THOUGHT AS A CREATIVE INNER DIALOGUE FEATURING MULTIPLE VOICES. FERNYHOUGH USES THIS CONCEPTION TO DEMYSTIFY MENTAL ILLNESS, SHOWING THAT IMAGINING VOICES IS INTIMATELY LINKED TO THE FEELING OF ARTISTIC PRODUCTION. DRAWING ON LITERATURE, FILM, AND PSYCHOLOGY, AS WELL AS COGNITIVE SCIENCE, THE VOICES WITHIN IS A POETIC VENTURE INTO THE DEPTHS OF OUR MIND. IT WILL REVOLUTIONIZE THE WAY WE HEAR AND UNDERSTAND THE VOICES IN OUR HEADS.

HOW TO CLOSE EVERY SALE - JOE GIRARD 1989-09-01

THE WORLD'S GREATEST SALESMAN PRESENTS THE DEFINITIVE GUIDE TO EFFECTIVELY CLOSING ANY SALES PRESENTATION. GIRARD'S PREVIOUS TITLES, HOW TO SELL ANYTHING TO ANYBODY AND HOW TO SELL YOURSELF, HAVE A TOTAL OF 00,000 COPIES IN PRINT.

THE HOUR BETWEEN DOG AND WOLF - JOHN COATES 2012-05-15

A SUCCESSFUL WALL STREET TRADER TURNED CAMBRIDGE NEUROSCIENTIST REVEALS THE BIOLOGY OF FINANCIAL BOOM AND BUST, SHOWING HOW RISK-TAKING TRANSFORMS OUR BODY CHEMISTRY, DRIVING US TO EXTREMES OF EUPHORIA OR STRESSED-OUT DEPRESSION. THE LAWS OF FINANCIAL BOOM AND BUST, IT TURNS OUT, HAVE A LOT TO DO WITH MALE HORMONES. IN A SERIES OF STARTLING EXPERIMENTS, CANADIAN SCIENTIST DR. JOHN COATES IDENTIFIED A FEEDBACK LOOP BETWEEN TESTOSTERONE AND SUCCESS THAT DRAMATICALLY LOWERS THE FEAR OF RISK IN MEN, ESPECIALLY YOUNG MEN; HE HAS VIVIDLY DUBBED THE MOMENT WHEN TRADERS TRANSFORM INTO EXUBERANT HIGH FLYERS "THE HOUR BETWEEN DOG AND WOLF." SIMILARLY, INTENSE FAILURE LEADS TO A RISE IN LEVELS OF CORTISOL, WHICH DRAMATICALLY LOWERS THE APPETITE FOR RISK. HIS BOOK EXPANDS ON HIS SEMINAL RESEARCH TO OFFER LESSONS FROM THE EXPLODING NEW FIELD STUDYING THE BIOLOGY OF RISK. COATES'S CONCLUSIONS SHED LIGHT ON ALL TYPES OF HIGH-PRESSURE DECISION-MAKING, FROM THE SPORTS FIELD TO THE BATTLEFIELD, AND LEAVES US WITH A POWERFUL RECOGNITION: TO HANDLE RISK ISN'T A MATTER OF MIND OVER BODY, IT'S A MATTER OF MIND AND BODY WORKING TOGETHER. WE ALL HAVE IT IN US TO BE TRANSFORMED FROM DOG TO WOLF; THE ONLY QUESTION IS WHETHER WE CAN UNDERSTAND THE CAUSES AND THE CONSEQUENCES.

FAST SECOND - CONSTANTINOS C. MARKIDES 2004-10-29

DISCOVER WHY BEING A "FAST SECOND" IS OFTEN MORE FINANCIALLY REWARDING THAN BEING AT THE CUTTING EDGE. IF YOU GET THERE FIRST, YOU'LL LEAD THE PACK, RIGHT? NOT NECESSARILY! THE SKILL-SETS OF MOST ESTABLISHED COMPANIES, SAY STRATEGY EXPERTS

CONSTANTINOS MARKIDES AND PAUL GEROSKI, ARE FAR BETTER SUITED TO SCALING UP NEWLY CREATED MARKETS PIONEERED BY OTHERS (IN OTHER WORDS, BEING "FAST SECONDS") THAN TO CREATING THESE MARKETS FROM SCRATCH. IN FAST SECOND, THEY EXPLORE THE CHARACTERISTICS OF NEW MARKETS, DESCRIBE THE SKILLS NEEDED TO CREATE AND COMPETE IN THEM, AND SHOW HOW THESE SKILLS MATCH UP WITH DIFFERENT TYPES OF COMPANIES. DRAWING ON EXAMPLES OF SUCCESSFUL FAST-SECOND FIRMS SUCH AS MICROSOFT, AMAZON, CANON, JVC, HEINZ, AND MANY OTHERS, THEY ILLUSTRATE HOW TO DETERMINE WHICH NEW MARKETS HAVE THE POTENTIAL TO BE SUCCESSFUL AND HOW TO MOVE INTO THEM BEFORE THE COMPETITION DOES, WHEN TO MAKE A MOVE INTO A NEW MARKET, HOW TO SCALE UP A MARKET, WHERE TO POSITION A COMPANY IN THE MARKET, AND WHETHER TO BE A COLONIZER OR A CONSOLIDATOR. ORDER YOUR COPY TODAY!

THE CHOICE - ELIYAHU M. GOLDRATT 2010

THE CHOICE, REVISED EDITION, BY ELIYAHU M. GOLDRATT AND EFRAT GOLDRATT-ASHLAG GOLDRATT PRESENTS HIS THOUGHT PROVOKING APPROACH, THIS TIME THROUGH A CONVERSATION WITH HIS DAUGHTER EFRAT, AS HE EXPLAINS TO HER HIS FUNDAMENTAL SYSTEM OF BELIEFS. THE REVISED EDITION INCLUDES EFRAT'S OWN NOTES AND MAPS (CHARTS) SHE MADE DURING HER CONVERSATIONS WITH HER FATHER, HELPING THE READER DETERMINE THE TRUE ESSENCE OF THE BOOK. FROM THE ORIGINAL PUBLICATION: TOC HAS BEEN SUCCESSFULLY APPLIED IN ALMOST EVERY AREA OF HUMAN ENDEAVOR, FROM INDUSTRY TO HEALTHCARE TO EDUCATION. AND WHILE ELI GOLDRATT IS INDEED A SCIENTIST, AN EDUCATOR AND A BUSINESS LEADER, HE IS FIRST AND FOREMOST A PHILOSOPHER; SOME SAY A GENIUS. HE IS A THINKER WHO PROVOKES OTHERS TO DO THE SAME. OFTEN CHARACTERIZED AS UNCONVENTIONAL, AND ALWAYS STIMULATING A SLAYER OF SACRED COWS DR. GOLDRATT EXHORTS HIS READERS TO EXAMINE AND REASSESS THEIR LIVES AND BUSINESS PRACTICES BY CULTIVATING A DIFFERENT PERSPECTIVE AND A CLEAR NEW VISION.

THE BUSINESS OF PEOPLE - IAIN FRASER 2019-07-25

THE BUSINESS OF PEOPLE IS PURPOSEFULLY FOCUSED ON PEOPLE. THE BOOK WILL ASSIST YOU TO DEVELOP AND SUPPORT YOURSELF WITH YOUR PEOPLE LEADERSHIP, KNOWLEDGE, AND SKILLS. IT IS AN OPPORTUNITY TO BETTER MANAGE YOURSELF AND LEAD OTHERS, INCLUDING YOUR ORGANIZATION, INTO THE MODERN VOLATILE, UNCERTAIN, COMPLEX, AND AMBIGUOUS (VUCA) WORLD. IT IS ALSO A SEQUEL TO THE TOP-SELLING BOOK THE BUSINESS OF PORTFOLIO MANAGEMENT: BOOSTING ORGANIZATIONAL VALUE. AUTHORS MADELEINE TAYLOR AND IAIN FRASER COMBINE TO GIVE YOU THE VERY BEST IN KNOWLEDGE AND EXPERIENCE IN A VARIETY OF SITUATIONS. THIS IS A BOOK THAT CUTS THROUGH THE NONSENSE AND PRESENTS REAL-WORLD SOLUTIONS FOR SITUATIONS FACING LEADERS TODAY AND TOMORROW. SHIFTING FROM MANAGING PEOPLE TO LEADING PEOPLE REQUIRES A PIVOT...LEADERSHIP MATTERS BECAUSE THE FUTURE IS AT GREATER RISK WITHOUT IT. REGARDLESS OF WHERE YOU ARE IN YOUR LEADERSHIP JOURNEY I AM CONFIDENT THIS NEW BOOK FROM MADELEINE AND IAIN WILL BE A VALUABLE RESOURCE FOR YOU. ENJOY THE JOURNEY, IT NEVER ENDS. —MARK A. LANGLEY, FORMER PRESIDENT AND CEO, PROJECT MANAGEMENT INSTITUTE IAIN AND MADELEINE ARE HONEST AND RAW ABOUT THE CHALLENGES FACED, AND THE RESILIENCY NEEDED, TO LEAD IN BUSINESS. —SUZANNE M. O'GORMAN, SENIOR STRATEGIC BUSINESS ARCHITECT, UNITED HEALTHCARE GROUP IN A WORLD WHERE LEADERSHIP INCREASINGLY REQUIRES EMOTIONAL AND CULTURAL INTELLIGENCE SKILLS, THIS MASTERPIECE COULDN'T BE ANY TIMELIER. —DR. HILARY AZA, SENIOR PORTFOLIO MANAGER, TARRANT COUNTY, TEXAS ESSENTIAL FOR ANYONE SEEKING TO BETTER UNDERSTAND THEIR PERSONAL LEADERSHIP AND TO INFORM FURTHER DEVELOPMENT. —ROB LOADER, EXECUTIVE, CAPITAL PLANNING & DELIVERY, TELSTRA CORPORATION THE BOOK TO ME IS WRITTEN FROM A POSITION OF EMPOWERMENT, CULTURAL ACKNOWLEDGMENT, HOPEFULNESS, AND PURPOSE. —ELISSA FARROW, FOUNDER, ABOUT YOUR TRANSITION THIS BOOK WILL CHALLENGE YOUR OWN THINKING AND BEHAVIOUR AND GIVE YOU AN OPPORTUNITY TO DEVELOP YOUR ADAPTABILITY AND LEADERSHIP STYLE FOR AN EVOLVING FUTURE. —THOMAS DAVIS, GM, CORPORATE SERVICES, CAPITAL & COAST DISTRICT HEALTH BOARD, NEW ZEALAND

REDIRECT - TIMOTHY D. WILSON 2011-09-08

"THERE ARE FEW ACADEMICS WHO WRITE WITH AS MUCH GRACE AND WISDOM AS TIMOTHY WILSON. REDIRECT IS A MASTERPIECE." - MALCOLM GLADWELL WHAT IF THERE WERE A MAGIC PILL THAT COULD MAKE YOU HAPPIER, TURN YOU INTO A BETTER PARENT, SOLVE A NUMBER OF YOUR TEENAGER'S BEHAVIOR PROBLEMS, REDUCE RACIAL PREJUDICE, AND CLOSE THE ACHIEVEMENT GAP IN EDUCATION? THERE IS NO SUCH PILL, BUT STORY EDITING - THE SCIENTIFICALLY BASED APPROACH DESCRIBED IN REDIRECT - CAN ACCOMPLISH ALL OF THIS. THE WORLD-RENOWNED PSYCHOLOGIST TIMOTHY WILSON SHOWS US HOW TO REDIRECT THE STORIES WE TELL ABOUT OURSELVES AND THE WORLD AROUND US, WITH SUBTLE PROMPTS, IN WAYS THAT LEAD TO LASTING CHANGE. FASCINATING, GROUNDBREAKING, AND PRACTICAL, REDIRECT DEMONSTRATES THE REMARKABLE POWER SMALL CHANGES CAN HAVE ON THE WAYS WE SEE OURSELVES AND OUR ENVIRONMENT, AND HOW WE CAN USE THIS IN OUR EVERYDAY LIVES.

FARSIGHTED - STEVEN JOHNSON 2018-09-04

THE HARDEST CHOICES ARE ALSO THE MOST CONSEQUENTIAL. SO WHY DO WE KNOW SO LITTLE ABOUT HOW TO GET THEM RIGHT? BIG, LIFE-ALTERING DECISIONS MATTER SO MUCH MORE THAN THE DECISIONS WE MAKE EVERY DAY, AND THEY'RE ALSO THE MOST DIFFICULT: WHERE TO LIVE, WHOM TO MARRY, WHAT TO BELIEVE, WHETHER TO START A COMPANY, HOW TO END A WAR. THERE'S NO ONE-SIZE-FITS-ALL APPROACH FOR ADDRESSING THESE KINDS OF CONUNDRUMS. STEVEN JOHNSON'S CLASSIC WHERE GOOD IDEAS COME FROM INSPIRED CREATIVE PEOPLE ALL OVER THE WORLD WITH NEW WAYS OF THINKING ABOUT INNOVATION. IN FARSIGHTED, HE UNCOVERS POWERFUL TOOLS FOR HONING THE IMPORTANT SKILL OF COMPLEX DECISION-MAKING. WHILE YOU CAN'T MODEL A ONCE-IN-A-LIFETIME CHOICE, YOU CAN MODEL THE DELIBERATIVE TACTICS OF EXPERT DECISION-MAKERS. THESE EXPERTS AREN'T JUST THE MASTER STRATEGISTS RUNNING MAJOR COMPANIES OR NEGOTIATING HIGH-LEVEL DIPLOMACY. THEY'RE THE NOVELISTS WHO DRAW OUT THE COMPLEXITY OF THEIR CHARACTERS' INNER LIVES, THE CITY OFFICIALS WHO SECURE LONG-TERM WATER SUPPLIES, AND THE SCIENTISTS WHO RECKON WITH FUTURE CHALLENGES MOST OF US HAVEN'T EVEN IMAGINED. THE SMARTEST DECISION-MAKERS DON'T GO WITH THEIR GUTS. THEIR SUCCESS RELIES ON HAVING A FUTURE-ORIENTED APPROACH AND THE ABILITY TO CONSIDER ALL THEIR OPTIONS IN A

CREATIVE, PRODUCTIVE WAY. THROUGH COMPELLING STORIES THAT REVEAL SURPRISING INSIGHTS, JOHNSON EXPLAINS HOW WE CAN MOST EFFECTIVELY APPROACH THE CHOICES THAT CAN CHART THE COURSE OF A LIFE, AN ORGANIZATION, OR A CIVILIZATION. FARSIGHTED WILL HELP YOU IMAGINE YOUR POSSIBLE FUTURES AND APPRECIATE THE SUBTLE INTELLIGENCE OF THE CHOICES THAT SHAPED OUR BROADER SOCIAL HISTORY.

GOOD VALUE - STEPHEN GREEN 2011-02-08

“AN UNUSUAL AND THOUGHTFUL DISQUISITION ON HOW TO CONDUCT ONESELF IN A WORLD OF HIGH FINANCE AND AMBITION.” —THE WALL STREET JOURNAL A FINANCIAL TIMES BOOK OF THE YEAR CAN ONE BE BOTH AN ETHICAL PERSON AND AN EFFECTIVE BUSINESSPERSON? AS AN ORDAINED PRIEST AND FORMER BANK CHAIRMAN, STEPHEN GREEN THINKS SO. IN GOOD VALUE, GREEN RETRACES THE HISTORY OF THE GLOBAL ECONOMY AND ITS FINANCIAL SYSTEMS, AND SHOWS THAT WHILE THE MARKETPLACE HAS DELIVERED HUGE ADVANTAGES TO HUMANITY, IT HAS ALSO ABANDONED OVER A BILLION PEOPLE TO EXTREME POVERTY, ENCOURAGED OVERCONSUMPTION AND DEBT, AND RAVAGED THE ENVIRONMENT. HOW DO WE RECONCILE THE DEMANDS OF CAPITALISM WITH BOTH THE COMMON GOOD AND OUR OWN SPIRITUAL AND PSYCHOLOGICAL NEEDS AS INDIVIDUALS? TO ANSWER THAT, AND SOME OF THE MOST VEXING QUESTIONS OF OUR AGE, GREEN TAKES US ON A LIVELY AND ERUDITE JOURNEY THROUGH HISTORY, LOOKING FOR LESSONS IN THE WORK OF ECONOMISTS AND PHILOSOPHERS, BUSINESSMEN AND POETS, THEOLOGIANS AND NOVELISTS, PLAYWRIGHTS AND POLITICAL SCIENTISTS. AN ESSENTIAL BUSINESS BOOK BY A MAN WHO IS UNIQUELY QUALIFIED TO WRITE IT, GOOD VALUE IS A TIMELY AND PERSUASIVE ANALYSIS OF THE MOST PRESSING FINANCIAL AND MORAL QUESTIONS WE FACE.

THINKING - JOHN BROCKMAN 2013-10-29

UNLOCK YOUR MIND. FROM THE BESTSELLING AUTHORS OF THINKING, FAST AND SLOW; THE BLACK SWAN; AND STUMBLING ON HAPPINESS COMES A CUTTING-EDGE EXPLORATION OF THE MYSTERIES OF RATIONAL THOUGHT, DECISION-MAKING, INTUITION, MORALITY, WILLPOWER, PROBLEM-SOLVING, PREDICTION, FORECASTING, UNCONSCIOUS BEHAVIOR, AND BEYOND. EDITED BY JOHN BROCKMAN, PUBLISHER OF EDGE.ORG (“THE WORLD’S SMARTEST WEBSITE”—THE GUARDIAN), THINKING PRESENTS ORIGINAL IDEAS BY TODAY’S LEADING PSYCHOLOGISTS, NEUROSCIENTISTS, AND PHILOSOPHERS WHO ARE RADICALLY EXPANDING OUR UNDERSTANDING OF HUMAN THOUGHT. CONTRIBUTORS INCLUDE: DANIEL KAHNEMAN ON THE POWER (AND PITFALLS) OF HUMAN INTUITION AND “UNCONSCIOUS” THINKING DANIEL GILBERT ON DESIRE, PREDICTION, AND WHY GETTING WHAT WE WANT DOESN’T ALWAYS MAKE US HAPPY NASSIM NICHOLAS TALEB ON THE LIMITATIONS OF STATISTICS IN GUIDING DECISION-MAKING VILAYANUR RAMACHANDRAN ON THE SCIENTIFIC UNDERPINNINGS OF HUMAN NATURE SIMON BARON-COHEN ON THE STARTLING EFFECTS OF TESTOSTERONE ON THE BRAIN DANIEL C. DENNETT ON DECODING THE ARCHITECTURE OF THE “NORMAL” HUMAN MIND SARAH-JAYNE BLAKEMORE ON MENTAL DISORDERS AND THE CRUCIAL DEVELOPMENTAL PHASE OF ADOLESCENCE JONATHAN HAIDT, SAM HARRIS, AND ROY BAUMEISTER ON THE SCIENCE OF MORALITY, ETHICS, AND THE EMERGING SYNTHESIS OF EVOLUTIONARY AND BIOLOGICAL THINKING GERD GIGERENZER ON RATIONALITY AND WHAT INFORMS OUR CHOICES

THE POWER OF CHOICE - MICHAEL C. HYTER 2020-12-30

STRAIGHTFORWARD ADVICE FOR NAVIGATING THE CHALLENGES FACING PROFESSIONALS WHO ARE UNDERREPRESENTED IN THE LEADERSHIP OF TODAY’S ORGANIZATIONS MICHAEL HYTER IS ONE OF THE NATION’S HIGHEST REGARDED EXECUTIVES OF COLOR, AND A WIDELY RESPECTED THOUGHT LEADER IN THE AREA OF TALENT DEVELOPMENT AND LEADERSHIP SUCCESSION. TO GET THERE, HE WORKED HARD AND MADE HIS WORK COUNT THROUGH EFFICACY. IN THE POWER OF CHOICE HE REVEALS THE LESSONS HE LEARNED ALONG THE WAY—PUTTING YOU ON THE FAST TRACK TO CAREER SUCCESS. THIS BOOK PROVIDES ANSWERS TO THE QUESTIONS YOU MIGHT FACE AS YOU IMMERSE YOURSELF IN AN OFTEN CONFUSING AND CHALLENGING WORKPLACE CULTURE. IT IS ABOUT HOW TO TAKE INFORMED PERSONAL RESPONSIBILITY FOR YOUR CAREER. INSIDE, YOU’LL FIND AN OPEN AND FRANK DISCUSSION OF HOW YOU CAN—AND MUST, IF YOU WANT TO SUCCEED!—MAKE DELIBERATE CHOICES ABOUT WHO YOU ARE AND HOW TO REPRESENT YOURSELF IN YOUR CAREER. YOU’LL LEARN HOW TO OPEN DOORS FOR YOURSELF (RATHER THAN WAITING FOR OTHERS TO OPEN THEM FOR YOU), CHOOSE WHAT’S IMPORTANT TO YOU, AND DECIDE HOW YOU WILL ACHIEVE YOUR GOALS. LEARN HOW TO CHOOSE GREATNESS BY EMBRACING EFFICACY TO MAKE THE MOST OF YOUR TIME AND ENERGY TAKE YOUR CAREER INTO YOUR OWN HANDS WITH INSPIRATION FROM OTHERS WHO HAVE MADE IT DISCOVER HOW EMBRACING PERSONAL RESPONSIBILITY CAN CREATE THE OPPORTUNITIES YOU’VE DREAMED OF GAIN DEEP INSIGHTS INTO YOUR OWN MIND AND MAKE THE RIGHT DECISIONS TO GET WHERE YOU’RE GOING YES, FOR THOSE OF US WHO ARE UNDERREPRESENTED TALENT, THERE ARE TRADEOFFS TO FINDING SUCCESS IN TODAY’S WORKPLACE CULTURE. IF YOU RISE TO THE CHALLENGE, YOU STAND A GOOD CHANCE OF REACHING YOUR FULL POTENTIAL—BOTH PROFESSIONALLY AND PERSONALLY.

AUTHENTICITY COMPLEX. - SHEENA. IYENGAR 2022

THE ART OF WOO - G. RICHARD SHELL 2007

EXPLAINS THAT THE SELLING OF IDEAS IS A MATTER OF ENCOURAGING OTHERS TO SHARE ONE’S BELIEFS IN A GUIDE FOR SALESPEOPLE THAT INVITES READERS TO SELF-ASSESS THEIR PERSUASION PERSONALITY AND BUILD ON NATURAL STRENGTHS.

THE ART OF ODDWORLD INHABITANTS - CATHY JOHNSON 2004

THE SECRET LIFE OF SECRETS - MICHAEL SLEPIAN 2022-06-07

“IF YOU’VE EVER WONDERED WHY WE KEEP SECRETS AND WHAT MOTIVATES US TO SPILL THEM, LOOK NO FURTHER. MICHAEL SLEPIAN HAS SPENT THE PAST DECADE STUDYING THE PSYCHOLOGY OF SECRETS, AND IS READY TO REVEAL HIS FINDINGS TO THE WORLD.”—ADAM GRANT, #1 NEW YORK TIMES BESTSELLING AUTHOR OF THINK AGAIN “THE SECRET LIFE OF SECRETS GRACEFULLY BLENDS ENGAGING STORIES WITH COMPELLING SCIENCE.”—SONJA LYUBOMIRSKY, UNIVERSITY OF CALIFORNIA PROFESSOR AND AUTHOR OF THE HOW OF HAPPINESS THINK OF A SECRET THAT YOU’RE KEEPING FROM OTHERS. IT SHOULDN’T TAKE LONG; BEHAVIORAL SCIENTIST MICHAEL SLEPIAN

FINDS THAT, ON AVERAGE, WE ARE KEEPING AS MANY AS THIRTEEN SECRETS AT ANY GIVEN TIME. HIS RESEARCH INVOLVING MORE THAN 50,000 PARTICIPANTS FROM AROUND THE WORLD SHOWS THAT THE MOST COMMON SECRETS INCLUDE LIES WE’VE TOLD, AMBITIONS, ADDICTIONS, MENTAL HEALTH CHALLENGES, HIDDEN RELATIONSHIPS, AND FINANCIAL STRUGGLES. OUR SECRETS CAN WEIGH HEAVILY UPON US. YET THE BURDEN OF SECRECY, SLEPIAN ARGUES, RARELY STEMS FROM THE WORK IT TAKES TO KEEP A SECRET HIDDEN. RATHER, THE WEIGHT OF OUR SECRETS COMES FROM CARRYING THEM ALONE, WITHOUT THE SUPPORT OF OTHERS. WHETHER WE ARE MOTIVATED TO PROTECT OUR REPUTATION, A RELATIONSHIP, A LOVED ONE’S FEELINGS, OR SOME PERSONAL OR PROFESSIONAL GOAL, ONE THING IS CLEAR: HOLDING BACK SOME PART OF OUR INNER WORLD IS OFTEN LONELY AND ISOLATING. BUT THE SECRET LIFE OF SECRETS SHOWS YOU THAT IT DOESN’T HAVE TO BE. FILLED WITH FRESH INSIGHT INTO ONE OF THE MOST UNIVERSAL—YET LEAST UNDERSTOOD—ASPECTS OF HUMAN BEHAVIOR, THE SECRET LIFE OF SECRETS SHEDS A FASCINATING NEW LIGHT ON QUESTIONS LIKE: AT WHAT AGE DO CHILDREN DEVELOP THE COGNITIVE CAPACITY FOR SECRECY? DO ALL SECRETS COME WITH THE SAME MENTAL LOAD? HOW CAN WE RECONCILE OUR SECRETS WITH OUR HUMAN DESIRES TO RELATE, CONNECT, AND BE KNOWN? WHEN SHOULD WE CONFESS OUR SECRETS? WHO MAKES FOR THE IDEAL CONFIDANT? AND CAN KEEPING CERTAIN TYPES OF SECRETS ACTUALLY ENHANCE OUR WELL-BEING? DRAWING ON OVER A DECADE OF ORIGINAL RESEARCH, THE SECRET LIFE OF SECRETS REVEALS THE SURPRISING WAYS THAT SECRETS PERVADE OUR LIVES, AND OFFERS SCIENCE-BASED STRATEGIES THAT MAKE THEM EASIER TO LIVE WITH. THE RESULT IS A RARE WINDOW INTO THE INNER WORKINGS OF OUR MINDS, OUR RELATIONSHIPS, AND OUR SENSE OF WHO WE ARE.

THE ART OF CHOOSING - SHEENA IYENGAR 2010-04-01

EVERY DAY WE MAKE CHOICES. COKE OR PEPSI? SAVE OR SPEND? STAY OR GO? WHETHER MUNDANE OR LIFE-ALTERING, THESE CHOICES DEFINE US AND SHAPE OUR LIVES. SHEENA IYENGAR ASKS THE DIFFICULT QUESTIONS ABOUT HOW AND WHY WE CHOOSE: IS THE DESIRE FOR CHOICE INNATE OR BOUND BY CULTURE? WHY DO WE SOMETIMES CHOOSE AGAINST OUR BEST INTERESTS? HOW MUCH CONTROL DO WE REALLY HAVE OVER WHAT WE CHOOSE? SHEENA IYENGAR’S AWARD-WINNING RESEARCH REVEALS THAT THE ANSWERS ARE SURPRISING AND PROFOUND. IN OUR WORLD OF SHIFTING POLITICAL AND CULTURAL FORCES, TECHNOLOGICAL REVOLUTION, AND INTERCONNECTED COMMERCE, OUR DECISIONS HAVE FAR-REACHING CONSEQUENCES. USE THE ART OF CHOOSING AS YOUR COMPANION AND GUIDE FOR THE MANY CHALLENGES AHEAD.

HOW COUNTRIES COMPETE - RICHARD H. K. VIETOR 2007

RICHARD VIETOR SHOWS HOW GOVERNMENTS SET DIRECTION AND CREATE THE CLIMATE FOR A NATION’S ECONOMIC DEVELOPMENT AND PROFITABLE PRIVATE ENTERPRISE. DRAWING ON HISTORY, ECONOMIC ANALYSIS, AND INTERVIEWS WITH EXECUTIVES AND OFFICIALS AROUND THE GLOBE, HE PROVIDES EXAMINATIONS OF DIFFERENT GOVERNMENT APPROACHES TO GROWTH AND DEVELOPMENT.

THE CHAPERONE - LAURA MORIARTY 2013-06-04

SOON TO BE A FEATURE FILM FROM THE CREATORS OF DOWNTON ABBEY STARRING ELIZABETH MCGOVERN, THE CHAPERONE IS A NEW YORK TIMES-BESTSELLING NOVEL ABOUT THE WOMAN WHO CHAPERONED AN IRREVERENT LOUISE BROOKS TO NEW YORK CITY IN THE 1920S AND THE SUMMER THAT WOULD CHANGE THEM BOTH. ONLY A FEW YEARS BEFORE BECOMING A FAMOUS SILENT-FILM STAR AND AN ICON OF HER GENERATION, A FIFTEEN-YEAR-OLD LOUISE BROOKS LEAVES WICHITA, KANSAS, TO STUDY WITH THE PRESTIGIOUS DENISHAWN SCHOOL OF DANCING IN NEW YORK. MUCH TO HER ANNOYANCE, SHE IS ACCOMPANIED BY A THIRTY-SIX-YEAR-OLD CHAPERONE, WHO IS NEITHER MOTHER NOR FRIEND. CORA CARLISLE, A COMPLICATED BUT TRADITIONAL WOMAN WITH HER OWN REASONS FOR MAKING THE TRIP, HAS NO IDEA WHAT SHE’S IN FOR. YOUNG LOUISE, ALREADY STUNNINGLY BEAUTIFUL AND SPORTING HER FAMOUS BLACK BOB WITH BLUNT BANGS, IS KNOWN FOR HER ARROGANCE AND HER LACK OF RESPECT FOR CONVENTION. ULTIMATELY, THE FIVE WEEKS THEY SPEND TOGETHER WILL TRANSFORM THEIR LIVES FOREVER. FOR CORA, THE CITY HOLDS THE PROMISE OF DISCOVERY THAT MIGHT ANSWER THE QUESTION AT THE CORE OF HER BEING, AND EVEN AS SHE DOES HER BEST TO WATCH OVER LOUISE IN THIS STRANGE AND BUSTLING PLACE SHE EMBARKS ON A MISSION OF HER OWN. AND WHILE WHAT SHE FINDS ISN’T WHAT SHE ANTICIPATED, SHE IS LIBERATED IN A WAY SHE COULD NOT HAVE IMAGINED. OVER THE COURSE OF CORA’S RELATIONSHIP WITH LOUISE, HER EYES ARE OPENED TO THE PROMISE OF THE TWENTIETH CENTURY AND A NEW UNDERSTANDING OF THE POSSIBILITIES FOR BEING FULLY ALIVE. DRAWING ON THE RICH HISTORY OF THE 1920S, ’30S, AND BEYOND—FROM THE ORPHAN TRAINS TO PROHIBITION, FLAPPERS, AND THE ONSET OF THE GREAT DEPRESSION TO THE BURGEONING MOVEMENT FOR EQUAL RIGHTS AND NEW OPPORTUNITIES FOR WOMEN—LAURA MORIARTY’S THE CHAPERONE ILLUSTRATES HOW RAPIDLY EVERYTHING, FROM FASHION AND HEMLINES TO VALUES AND ATTITUDES, WAS CHANGING AT THIS TIME AND WHAT A VAST DIFFERENCE IT ALL MADE FOR LOUISE BROOKS, CORA CARLISLE, AND OTHERS LIKE THEM.

THE SHALLOWS: WHAT THE INTERNET IS DOING TO OUR BRAINS - NICHOLAS CARR 2011-06-06

FINALIST FOR THE 2011 PULITZER PRIZE IN GENERAL NONFICTION: “NICHOLAS CARR HAS WRITTEN A SILENT SPRING FOR THE LITERARY MIND.”—MICHAEL AGGER, SLATE “IS GOOGLE MAKING US STUPID?” WHEN NICHOLAS CARR POSED THAT QUESTION, IN A CELEBRATED ATLANTIC MONTHLY COVER STORY, HE TAPPED INTO A WELL OF ANXIETY ABOUT HOW THE INTERNET IS CHANGING US. HE ALSO CRYSTALLIZED ONE OF THE MOST IMPORTANT DEBATES OF OUR TIME: AS WE ENJOY THE NET’S BOUNTIES, ARE WE SACRIFICING OUR ABILITY TO READ AND THINK DEEPLY? NOW, CARR EXPANDS HIS ARGUMENT INTO THE MOST COMPELLING EXPLORATION OF THE INTERNET’S INTELLECTUAL AND CULTURAL CONSEQUENCES YET PUBLISHED. AS HE DESCRIBES HOW HUMAN THOUGHT HAS BEEN SHAPED THROUGH THE CENTURIES BY “TOOLS OF THE MIND”—FROM THE ALPHABET TO MAPS, TO THE PRINTING PRESS, THE CLOCK, AND THE COMPUTER—CARR INTERWEAVES A FASCINATING ACCOUNT OF RECENT DISCOVERIES IN NEUROSCIENCE BY SUCH PIONEERS AS MICHAEL MERZENICH AND ERIC KANDEL. OUR BRAINS, THE HISTORICAL AND SCIENTIFIC EVIDENCE REVEALS, CHANGE IN RESPONSE TO OUR EXPERIENCES. THE TECHNOLOGIES WE USE TO FIND, STORE, AND SHARE INFORMATION CAN LITERALLY REROUTE OUR NEURAL PATHWAYS. BUILDING ON THE INSIGHTS OF THINKERS FROM PLATO TO McLUHAN, CARR MAKES A CONVINCING CASE THAT EVERY INFORMATION TECHNOLOGY CARRIES AN INTELLECTUAL ETHIC—A SET OF ASSUMPTIONS ABOUT THE NATURE OF KNOWLEDGE AND INTELLIGENCE. HE EXPLAINS HOW THE PRINTED BOOK SERVED TO FOCUS OUR ATTENTION, PROMOTING DEEP AND CREATIVE THOUGHT. IN STARK CONTRAST, THE INTERNET ENCOURAGES

THE RAPID, DISTRACTED SAMPLING OF SMALL BITS OF INFORMATION FROM MANY SOURCES. ITS ETHIC IS THAT OF THE INDUSTRIALIST, AN ETHIC OF SPEED AND EFFICIENCY, OF OPTIMIZED PRODUCTION AND CONSUMPTION—AND NOW THE NET IS REMAKING US IN ITS OWN IMAGE. WE ARE BECOMING EVER MORE ADEPT AT SCANNING AND SKIMMING, BUT WHAT WE ARE LOSING IS OUR CAPACITY FOR CONCENTRATION, CONTEMPLATION, AND REFLECTION. PART INTELLECTUAL HISTORY, PART POPULAR SCIENCE, AND PART CULTURAL CRITICISM, THE

SHALLOWS SPARKLES WITH MEMORABLE VIGNETTES—FRIEDRICH NIETZSCHE WRESTLING WITH A TYPEWRITER, SIGMUND FREUD DISSECTING THE BRAINS OF SEA CREATURES, NATHANIEL HAWTHORNE CONTEMPLATING THE THUNDEROUS APPROACH OF A STEAM LOCOMOTIVE—EVEN AS IT PLUMBS PROFOUND QUESTIONS ABOUT THE STATE OF OUR MODERN PSYCHE. THIS IS A BOOK THAT WILL FOREVER ALTER THE WAY WE THINK ABOUT MEDIA AND OUR MINDS.