

Big Idea

Explores where new ideas come from, how to evaluate which ideas are worth pursuing, and how to customize ideas to suit and organization's unique needs.

Created in partnership with Prentice Hall, The Big Idea Science Book is a comprehensive guide to key topics in science, with a unique difference: 200 specially created digital assets that provide the opportunity for hands-on, interactive learning. Everything in this visually rich ebook falls into four major strands: Living Things, Earth Science, Chemistry, and Physics. Within these four strands are 24 sections, fleshing out major scientific concepts in thrilling and innovative ways. For example, drag racing illustrates the idea that net force causes an object's motion to change. But what really sets this book apart are the 200 digital assets specially created by Prentice Hall. Delivered to readers on the internet, these assets include: animated art that brings to life scientific processes, and then tests readers' knowledge with interactive quizzes; real world inquiries that allow readers to make hypotheses and test them by synthesizing data and drawing conclusions; animated images and video clips; and virtual laboratories in which readers can experiment and combine virtual chemicals. The book and the interactive assets together provide a spectacular, cutting-edge learning environment for kids 8 and up.

The instant New York Times Bestseller #1 Wall Street Journal Business Bestseller Instant Washington Post Bestseller "Brimms with a surprising amount of insight and practical advice." --The Wall Street Journal Daniel H. Pink, the #1 bestselling author of Drive and To Sell Is Human, unlocks the scientific secrets to good timing to help you flourish at work, at

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school, and at home. Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of "when" decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork. Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science. Drawing on a rich trove of research from psychology, biology, and economics, Pink reveals how best to live, work, and succeed. How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically improve student test scores? How can we turn a stumbling beginning into a fresh start? Why should we avoid going to the hospital in the afternoon? Why is singing in time with other people as good for you as exercise? And what is the ideal time to quit a job, switch careers, or get married? In *When*, Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer, more engaged lives.

Barnes & Noble Version: This is the black and white version of the "Your Next Big Idea" book. The goal of "Your Next Big Idea - Improve Your Creativity and Problem-Solving" is to help the reader develop innovative ideas. Whether those ideas are giant multi-million-dollar businesses or simply ways to improve everyday activities, this book describes a process that can be used to help the reader originate and cultivate ideas that can change their life. It is styled as an interactive workbook where the main character is the reader, with each section featuring exercises that will challenge the reader's perspective, improve creativity and help them become a better problem solver. The book is split up into six sections. The

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first section outlines how to notice problems, needs, wants and questions in our everyday world. The book then follows with a second section that examines how to erase stigmas or assumptions about these problems, needs, wants and questions. Following that, the book investigates how to create solutions to these problems, needs and wants using the skills learned from the first two sections. Next, the reader takes those solutions to section four where they do a feasibility check to see if the solutions and ideas are viable. Section five explains how and why the reader should share those ideas and solutions with others to receive feedback and improve upon them. By the end of the fifth section, each reader should understand the full creative idea innovation process. The final section builds off the process and explores the next steps to follow to implement these innovative ideas. Ultimately, "Your Next Big Idea - Improve Your Creativity and Problem-Solving" is essentially a complete program that guides the reader to come up with their own next big idea.

Focus the Message--Multiply the Impact

Creating Breakthrough Business Concepts

Improve Your Creativity and Problem-Solving

How the Greatest Breakthroughs of All Time are Shaping Our Future
Work

When: The Scientific Secrets of Perfect Timing

The Steelers, the Cowboys, the '70s, and the Fight for America's Soul

The Story Grid Universe represents a new paradigm for publishing, one that charts a course between the Scylla of Big Five Corporate machinery and the Charybdis of chaotic self-publishing. It's a

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mission statement to navigate the abundant marketplace in the service of storytelling craft by a dynamic community.

"When Larry's new 5-D space squadron finally arrives, he's so anxious to play that he forgets the directions. When his friends do their best to tell him, Larry refuses to listen! What happens? game goes 'KERPOW!' That's when Larry learns a valuable lesson in listening as his friends come to the rescue. Kids will discover, right along with Larry, that God gave us friends and family to help us through each day--so when we listen we don't miss what others have to say." --Back cover.

Want to write a book? Half the battle is finding a practice that works for you. Successful author and creativity expert Jessie Kwak is here to help you do just that--and have fun doing it. In her view, the most important part of the process is important: idea generation, development, research, planning, drafting, revising, and publication and are all covered here in friendly, accessible detail. As in her previous book, *Chaos to Creativity*, Kwak helps you set up a system that makes the most of your creative ideas and helps them find their best form--and their audience. Fiction and nonfiction writers alike can use this book as a muse, a checklist, and a resource for getting your ideas out of your head and into the world. A portion of the proceeds from this book have been donated to SupportingOurServicemen.com. This journal is your sacred place. Here you can capture and foster your most creative thoughts and inspired ideas. 188 of the finest minds and biggest hearts in the world of empowerment come together in this book to encourage you daily to realize your greatest vision. My Big Idea Book - the most popular in the series of #1 International Best-Selling books from Expert Insights Publishing - is an incredible wellspring for readers looking for daily support and encouragement to achieve business and personal success in today's unpredictable world. There is so much power in the written word. Capture yours here for your personal enrichment, and share this journal with others to encourage their great

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How to Make Your Entrepreneurial Dreams Come True, From the Aha Moment to Your First Million

Question-driven Units to Motivate Reading, Writing, and Thinking

30 Successful Entrepreneurs Reveal how They Found Inspiration

Albert's BIGGER Than Big Idea

George Lois on His Creation of the Big Idea

The Incredible Concepts That Show How Science Works in the World

The Story Grid Universe

"This book is a tour de force." -- Adam Grant, New York Times bestselling author of Give and Take
A revolutionary new history of humankind through the prism of work by leading anthropologist James Suzman
Work defines who we are. It determines our status, and dictates how, where, and with whom we spend most of our time. It mediates our self-worth and molds our values. But are we hard-wired to work as hard as we do? Did our Stone Age ancestors also live to work and work to live? And what might a world where work plays a far less important role look like? To answer these questions, James Suzman charts a grand history of "work" from the origins of life on Earth to our ever more automated present, challenging some of our deepest assumptions about who we are. Drawing insights from anthropology, archaeology, evolutionary biology, zoology, physics, and economics, he shows that while we have evolved to find joy meaning and purpose in work, for most of human history our ancestors worked far less and thought very differently about work than we do now. He demonstrates how our contemporary culture of work has its roots in the agricultural revolution ten thousand years ago. Our sense of what it is to be human was

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transformed by the transition from foraging to food production, and, later, our migration to cities. Since then, our relationships with one another and with our environments, and even our sense of the passage of time, have not been the same. Arguing that we are in the midst of a similarly transformative point in history, Suzman shows how automation might revolutionize our relationship with work and in doing so usher in a more sustainable and equitable future for our world and ourselves.

Community Christian Church embraced the Big Idea and everything changed. They decided to avoid the common mistake of bombarding people with so many 'little ideas' that they suffered overload. They also recognized that leaders often don't insist that the truth be lived out to accomplish Jesus' mission. Why? Because people's heads are swimming with too many little ideas, far more than they can ever apply. The Big Idea can help you creatively present one laser-focused theme each week to be discussed in families and small groups. The Big Idea shows how to engage in a process of creative collaboration that brings people together and maximizes missional impact. The Big Idea can energize a church staff and bring alignment and focus to many diverse church ministries. This book shows how the Big Idea has helped Community Christian Church better accomplish the Jesus mission and reach thousands of people in nine locations and launch a church planting network with partner churches across the country. This book is part of the Leadership Network Innovation Series. Big Ideas for Little Kids includes everything a teacher, a parent, or a college student needs to teach philosophy to elementary school children from picture books. Written in a clear and accessible style, the book explains why it is important to allow young children access to philosophy during primary-school education.

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Why has the flow of big, world-changing ideas slowed down? A provocative look at what happens next at the frontiers of human knowledge. The history of humanity is the history of big ideas that expand our frontiers—from the wheel to space flight, cave painting to the massively multiplayer game, monotheistic religion to quantum theory. And yet for the past few decades, apart from a rush of new gadgets and the explosion of digital technology, world-changing ideas have been harder to come by. Since the 1970s, big ideas have happened incrementally—recycled, focused in narrow bands of innovation. In this provocative book, Michael Bhaskar looks at why the flow of big, world-changing ideas has slowed, and what this means for the future. Bhaskar argues that the challenge at the frontiers of knowledge has arisen not because we are unimaginative and bad at realizing big ideas but because we have already pushed so far. If we compare the world of our great-great-great-grandparents to ours today, we can see how a series of transformative ideas revolutionized almost everything in just a century and a half. But recently, because of short-termism, risk aversion, and fractious decision making, we have built a cautious, unimaginative world. Bhaskar shows how we can start to expand the frontier again by thinking big—embarking on the next Universal Declaration of Human Rights or Apollo mission—and embracing change.

The Big Idea Book

Create a Writing Process That Brings You Joy

The Big Idea

Larry Learns to Listen

Cognitive Dominance

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(Best Friends Books for Kids, Elementary School Books, Early Chapter Books)

From Big Idea to Book

Today's marketplace is a war of ideas. Unless you stand for something you won't stand out. Nowadays anyone can copy your product, or even your business model. What they can't copy is your worldview, your attitude, your special way of doing things. So the war in the marketplace will be a war of ideas. The Big Idea maps this new territory and shows how big ideas make great companies. Unlike business models or the catchphrases of management gurus, a big idea is emotional. And unlike corporate ideologies, vision or brand, it is shared between customers and employees alike. Companies who have distinguished themselves with a big idea include: Virgin (not British Airways) John Lewis (not Debenhams) Apple (not IBM) Ikea (not MFI) Orange (not Cellnet) Customers don't just buy from these companies, they buy into them - they choose them not through economic logic, but emotional logic. As products and services become more and more similar, emotional logic will become the single most important business driver. The benefits of appealing to it can already be seen: Orange has a much lower turnover of customers than Cellnet and Ikea operates in over 23 countries while MFI only does business in Britain. A big idea isn't just a cute thing to have: it's the spark that makes places thrive while others just exist.

Get a Grip. The first time he cut open a patient's skull, neurosurgeon Mark McLaughlin found himself confronting a powerful force that his fellow brain surgeons agreed was best never spoken of. Fear. But Dr. McLaughlin knew that if

he couldn't find a way to cope with this formidable foe, all he had striven for as a physician would be lost. So, with a scientist's analytical precision and a philosopher's worldview, McLaughlin derived and formalized a method by which he could act rationally and confidently under the operating room's lights and in all of the complex relationships in his life, especially under fear's profound influence. With inspiration and guidance from intellectual titans like Rene Descartes, Charles Darwin, William James, Carl Jung, and contemporary thinkers like Nate Zinsser, Jordan Peterson, Iain McGilchrist, and J.K. Rowling, McLaughlin lays out his twenty-year intellectual adventure story. The payoff of his odyssey is as life-changing as it is thrilling. COGNITIVE DOMINANCE: Enhanced situational awareness that facilitates rapid and accurate decision-making under stressful conditions with limited decision-making time.

Exuberant storytelling full of wry comedy, dark history, and devastating satire—by the celebrated and original author of the #1 New York Times bestseller, Say You're One of Them. From a suspiciously cheap Hell's Kitchen walk-up, Nigerian editor and winner of a Toni Morrison Publishing Fellowship Ekong Udousoro is about to begin the opportunity of a lifetime: to learn the ins and outs of the publishing industry from its incandescent epicenter. While his sophisticated colleagues meet him with kindness and hospitality, he is soon exposed to a colder, ruthlessly commercial underbelly—callous agents, greedy landlords, boorish and hostile neighbors, and, beneath a superficial cosmopolitanism, a bedrock of white cultural superiority and racist assumptions

about Africa, its peoples, and worst of all, its food. Reckoning, at the same time, with the recent history of the devastating and brutal Biafran War, in which Ekong's people were a minority of a minority caught up in the mutual slaughter of majority tribes, Ekong's life in New York becomes a saga of unanticipated strife. The great apartment deal wrangled by his editor turns out to be an illegal sublet crawling with bedbugs. The lights of Times Square slide off the hardened veneer of New Yorkers plowing past the tourists. A collective antagonism toward the "other" consumes Ekong's daily life. Yet in overcoming misunderstandings with his neighbors, Chinese and Latino and African American, and in bonding with his true allies at work and advocating for healing back home, Ekong proves that there is still hope in sharing our stories. Akpan's prose melds humor, tenderness, and pain to explore the myriad ways that tribalisms define life everywhere, from the villages of Nigeria to the villages within New York City. New York, My Village is a triumph of storytelling and a testament to the life-sustaining power of community across borders and across boroughs.

Ian Crofton, former editor-in-chief of The Guinness Encyclopedia, has written a wide range of other general reference books, including Philosophy (Teach Yourself Instant Reference) and Science Without the Boring Bits. With Big Ideas in Brief, Crofton provides an accessible tour of 200 key concepts that really matter. The ideas covered come from a wide range of subjects--Philosophy, Religion, Politics, Economics, Sociology, Anthropology, Psychology, the Arts, and Science. A series of short, lively articles, accompanied by 100 illustrations,

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introduces a host of diverse topics, from Existentialism to Expressionism, from Consciousness to Constitutionalism, from Feminism to Free Trade, from Class to Cognitive Theory, from Reincarnation to Relativity— all explained simply and clearly. From the Trade Paperback edition.

Creating and Capitalizing on the Best Management Thinking

Ivy and Bean What's the Big Idea? (Book 7)

What's the Big Idea?

What's the Big Idea, Ben Franklin?

Ivy and Bean Make the Rules (Book 9)

The Big Idea Science Book

Overcoming America's Obsession with Economic Efficiency

Seven-year-old Bean is too young to go to the camp her sister Nancy is attending, so she and her best friend Ivy decide to create their own camp.

A brief biography of the eighteenth-century printer, inventor, and statesman who played an influential role in the early history of the United States.

INSPIRED BY A TRUE STORY FROM THE CHILDHOOD OF VICE PRESIDENT KAMALA HARRIS! A beautiful, empowering picture book about two sisters who work with their community to effect change, inspired by a true story from the childhood of the author's aunt, Kamala Harris, and mother, lawyer and policy expert Maya Harris. "A must read for little girls

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around the world.” –Elizabeth Warren, U.S. Senator from Massachusetts
“An inspiring tale.” –Stacey Abrams, Former Minority Leader, Georgia House of Representatives; Founder and Chair, Fair Fight Action “I love this book.” –Megan Rapinoe, Co-Captain, U.S. Women’s National Soccer Team One day, Kamala and Maya had an idea. A big idea: They would turn their empty apartment courtyard into a playground! This is the uplifting tale of how the author’s aunt and mother first learned to persevere in the face of disappointment and turned a dream into reality. This is a story of children’s ability to make a difference and of a community coming together to transform their neighborhood. A New York Times bestseller!

This is not just another moose but a moose with ideas!

Kamala and Maya's Big Idea

Big Ideas in Brief

10 Big Ideas about Applying the Science of where

Human Frontiers

Your Next Big Idea

Leveling Up Your Craft

Harlem Grown

“Highly readable . . . Entrepreneurial success stories are complemented by practical advice and resources for building a business.” —Publishers Weekly A carpenter gets tired of almost losing a finger every time he

slices a bagel. Bam! The Bagel Guillotine. A mother is frustrated that her pantry is full of stale food because the packages don't close. Bam! Quick Seals. Howard Schultz notices on a trip to Italy that there are coffee bars on almost every corner. Bam! Starbucks. None of them had a barrel of cash. None of them had a ton of experience. They had a big idea and the will to follow through. Donny Deutsch's hit CNBC show The Big Idea put the spotlight on people who have the courage and stamina to make their dreams come true. Some think a big idea is like a lightning bolt striking out of the blue. But it's hardly ever like that. The big idea isn't an act of God. It's an act of daily life. Simply put, the idea that will make millions starts with an observation. It's the moment when you say, "There's gotta be a better way." It's the moment when you ask, "How can I solve this problem?" In The Big Idea, Deutsch draws not only on his own expertise, but on that of dozens of the successful entrepreneurs he has interviewed, to help you create your own enterprise. From the "Gut Check Moment" to "Mom Power," The Big Idea takes aspiring entrepreneurs along every step of the way.

As a beginning design student, you need to learn to think like a designer, to visualize ideas and concepts, as well as objects. In the second edition of Diagramming the Big Idea, Jeffrey Balmer and Michael T. Swisher illustrate how you can create and use diagrams to clarify your understanding of both particular projects and organizing principles and

ideas. With accessible, step-by-step exercises that interweave full color diagrams, drawings and virtual models, the authors clearly show you how to compose meaningful and useful diagrams. As you follow the development of the four project groups drawn from the authors' teaching, you will become familiar with architectural composition concepts such as proportion, site, form, hierarchy and spatial construction. In addition, description and demonstration essays extend concepts to show you more examples of the methods used in the projects. Whether preparing for a desk critique, or any time when a fundamental insight can help to resolve a design problem, this new and expanded edition is your essential studio resource.

A guide to writing a full-length transformational nonfiction book, from an editor with two decades' experience working in publishing. "I know I have a book in me." "I've always wanted to be an author." "People always ask me when I'm going to write my book." "I have a story to tell, but I never seem to make time to write." Are you a thought leader, healer, or change-agent stuck at the starting line of book publication? Life coach and publishing industry insider Kelly Notaras offers a clear, step-by-step path for turning your transformational idea or story into a finished book as quickly as possible. With humor, encouragement, and common sense, she demystifies the publishing process so you can get started, keep writing, and successfully get your wisdom out into the world. Notaras guides you

through: Getting clear on your motivation for writing a book, Crafting a powerful, compelling hook and strong internal book structure, Overcoming resistance and writer's block, and Getting your finished manuscript onto the printed page, whether through traditional publishing or self-publishing. Publishing a book has never been as simple, accessible, and affordable as it is today, and in our tumultuous world, readers need your healing voice. Be brave, be bold, and take the steps you need to share your message with those who need to hear it most. Albert, Wanda, and Cousin Pete are sneaking into the People Kitchen for food. Albert is the smallest mouse, so he gets the smallest bag . . . and the smallest piece of fruit. But Albert dreams of bagging the biggest piece of fruit in the whole kitchen . . . if only he can avoid the cat! (Math concept: Comparing Sizes: Big, Bigger, Biggest; Small, Smaller, Smallest) A Guide from Genesis to Revelation

Ivy and Bean What's the Big Idea?

The ArcGIS Book

Everything You Need to (Finally) Get Your Wisdom onto the Page and into the World

Big Ideas for Little Kids

How One Big Idea Transformed a Neighborhood

The Big Idea Companion for Preaching and Teaching

Ideas are like buses, you wait forever and then 500 come along atonce. The Big Idea Book is

*500 novel, ingenious and downright crazy ideas designed to inspire, amuse and divert. Developed by the team behind the innovative website, Idea-a-Day at www.idea-a-day.com, it covers everything from business to travel, politics to money and everything in between. Idea-a-Day has a vast network of followers and contributors - some famous, some infamous, some revered, some reviled - who post ideas to be read, enjoyed, used or abused. Seth Godin, Malcolm McLaren and Wayne Hemmings are just a few of its fans. In *The Big Idea Book* all this creative energy is mixed together with unpublished ideas, quotes, cartoons, illustrations and thought-pieces to give creatives and cool office types a visual and intellectual treat guaranteed to kickstart the imagination and creative flair!*

*In this increasingly visual age, images speak louder than words. Studies show that images also help people think. Visual note-taking such as doodling increases memory retention rates by nearly 30 percent, and opens creative pathways, strengthens focus, and inspires self-expression. Driven by these groundbreaking findings, entrepreneurs Nora Herting and Heather Willems founded ImageThink, a graphic facilitation firm that has helped an elite roster of clients—from Google to Pepsi to NASA—visualize their ideas and transform their creative processes using simple drawing techniques that anyone can master. *Draw Your Big Idea* presents their sought-after guidance and more than 150 drawing exercises tailored to brainstorming, refining, and executing ideas in the home, design studio, and office. With this workbook, readers will learn to beat creative block—for good!*

*As featured on *Humans of New York* “Hartland’s joyful folk-art illustrations bop from the*

gray-toned jazzy vibrancy of a bustling city neighborhood to the colorful harvest of a lush urban farm.” —The New York Times “An inspiring picture book for youngsters with meaningful ties to the environment, sustainability, and community engagement.” —Booklist

?Discover the incredible true story of Harlem Grown, a lush garden in New York City that grew out of an abandoned lot and now feeds a neighborhood. Once In a big city called New York In a bustling neighborhood There was an empty lot. Nevaeh called it the haunted garden. Harlem Grown tells the inspiring true story of how one man made a big difference in a neighborhood. After seeing how restless they were and their lack of healthy food options, Tony Hillery invited students from an underfunded school to turn a vacant lot into a beautiful and functional farm. By getting their hands dirty, these kids turned an abandoned space into something beautiful and useful while learning about healthy, sustainable eating and collaboration. Five years later, the kids and their parents, with the support of the Harlem Grown staff, grow thousands of pounds of fruits and vegetables a year. All of it is given to the kids and their families. The incredible story is vividly brought to life with Jessie Hartland’s “charmingly busy art” (Booklist) that readers will pore over in search of new details as they revisit this poignant and uplifting tale over and over again. Harlem Grown is an independent, not-for-profit organization. The author’s share of the proceeds from the sale of this book go directly to Harlem Grown.

It's the Science Fair, and the second grade is all over it! Some kids are making man-eating robots. Some kids are holding their breath for a very, very long time. Some kids are doing

interesting things with vacuum cleaners. The theme, obviously, is global warming. But what should Ivy and Bean do? Something involving explosions? Or ropes? Something with ice cubes? Or maybe...maybe something different.

Teaching Philosophy through Children's Literature

Amazing Science Questions for the Curious Kid

A Deep History, from the Stone Age to the Age of Robots

A Brain Surgeon's Quest to Out-Think Fear

The Future of Big Ideas in an Age of Small Thinking

When More Is Not Better

My Big Idea

Haddon Robinson's widely used and influential text, *Biblical Preaching*, has influenced generations of students and preachers. In *The Big Idea Companion for Preaching and Teaching*, trusted leading evangelical homiletics, teachers of preaching, and experienced pastors demonstrate that Robinson's "big idea" approach to expository preaching still works in today's diverse cultures and fast-paced world. This accessible resource offers an insider's view on figuring out the big idea of each book of the Bible, helping preachers and teachers check their interpretation of particular biblical books and passages. The contributors offer tips on how to divide each book of the Bible into preaching and teaching passages, guidance on difficult passages and verses, cultural perspectives for faithful application, and suggested resources for interpreting, preaching, and teaching. Pastors, teachers, Bible study leaders, small

groups, and college and seminary students and professors will find a wealth of valuable information in this resource.

American democratic capitalism is in danger. How can we save it? For its first two hundred years, the American economy exhibited truly impressive performance. The combination of democratically elected governments and a capitalist system worked, with ever-increasing levels of efficiency spurred by division of labor, international trade, and scientific management of companies. By the nation's bicentennial celebration in 1976, the American economy was the envy of the world. But since then, outcomes have changed dramatically. Growth in the economic prosperity of the average American family has slowed to a crawl, while the wealth of the richest Americans has skyrocketed. This imbalance threatens the American democratic capitalist system and our way of life. In this bracing yet constructive book, world-renowned business thinker Roger Martin starkly outlines the fundamental problem: We have treated the economy as a machine, pursuing ever-greater efficiency as an inherent good. But efficiency has become too much of a good thing. Our obsession with it has inadvertently shifted the shape of our economy, from a large middle class and smaller numbers of rich and poor (think of a bell-shaped curve) to a greater share of benefits accruing to a thin tail of already-rich Americans (a Pareto distribution). With lucid analysis and engaging anecdotes, Martin argues that we must stop treating the economy as a perfectible machine and shift toward viewing it as a complex adaptive system in which we seek a fundamental balance of efficiency with resilience. To achieve this, we need to keep in mind the whole while working on the

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component parts; pursue improvement, not perfection; and relentlessly tweak instead of attempting to find permanent solutions. Filled with keen economic insight and advice for citizens, executives, policy makers, and educators, *When More Is Not Better* is the must-read guide for saving democratic capitalism.

Self-employment

This is a hands-on book about ArcGIS that you work with as much as read. By the end, using Learn ArcGIS lessons, you'll be able to say you made a story map, conducted geographic analysis, edited geographic data, worked in a 3D web scene, built a 3D model of Venice, and more.

The Book You Were Born to Write

Diagramming the Big Idea

My Big Idea Book

Five hundred new ideas to change the world in ways big and small

Draw Your Big Idea

Hand in Hand

Methods for Architectural Composition

From Bryan Mattimore, innovation guru to Fortune 500 companies, comes a book for aspiring entrepreneurs, corporate “intrapreneurs,” and anyone else looking to break the mold. Bryan Mattimore is a big idea guy. For the past twenty-five years, he has helped Fortune 500 companies

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create over \$3 billion in new innovations using his unique creative-thinking exercises. In *21 DAYS TO A BIG IDEA: CREATING BREAKTHROUGH BUSINESS CONCEPTS*, Mattimore takes readers through a disciplined creative process to create original and practical new business concepts. By investing less than an hour a day for twenty-one days, you will: 1) learn a new toolkit of creative thinking strategies and problem-solving techniques that can be used for solving a wide variety of both personal and professional challenges, and 2) generate more than a dozen new concepts from which to choose the highest potential/winning idea for a new start-up. Entertaining and easy-to-follow, *21 DAYS TO A BIG IDEA* is a must-read for all aspiring entrepreneurs, helping you to discover and implement your first-or your next-biggest idea. "Greatness starts with an idea, but the chasm between ideas and truly great ideas is vast. This terrific, approachable book provides a simple and straightforward method for bending and torturing almost any idea until it succumbs to greatness."—Bob Dorf, co-author of *THE START-*

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UP'S OWNER'S MANUAL

When all the second grade students must enter the science fair, which has global warming as its theme, best friends Ivy and Bean team up to create an unusual project.

A stirring portrait of the decade when the Steelers became the greatest team in NFL history, even as Pittsburgh was crumbling around them. In the 1970s, the city of Pittsburgh was in need of heroes. In that decade the steel industry, long the lifeblood of the city, went into massive decline, putting 150,000 steelworkers out of work. And then the unthinkable happened: The Pittsburgh Steelers, perennial also-rans in the NFL, rose up to become the most feared team in the league, dominating opponents with their famed "Steel Curtain" defense, winning four Super Bowls in six years, and lifting the spirits of a city on the brink. In *The Ones Who Hit the Hardest*, Chad Millman and Shawn Coyne trace the rise of the Steelers amidst the backdrop of the fading city they fought for, bringing to life characters such as: Art Rooney, the owner of the team so beloved by Pittsburgh that he was

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known simply as "The Chief"; Chuck Noll, the headstrong coach who used the ethos of steelworkers to motivate his players; Terry Bradshaw, the strong-armed and underestimated QB; Joe Green, the defensive tackle whose fighting nature lifted the franchise; and Jack Lambert, the linebacker whose snarling, toothless grin embodied the Pittsburgh defense. Every story needs a villain, and in this one it's played by the Dallas Cowboys. As Pittsburgh rusted, the new and glittering metropolis of Dallas, rich from the capital infusion of oil revenue, signaled the future of America. Indeed, the town brimmed with such confidence that the Cowboys felt comfortable nicknaming themselves "America's Team." Throughout the 1970s, the teams jostled for control of the NFL—the Cowboys doing it with finesse and the Steelers doing it with brawn—culminating in Super Bowl XIII in 1979, when the aging Steelers attempted to hold off the Cowboys one last time. Thoroughly researched and grippingly written, *The Ones Who Hit the Hardest* is a stirring tribute to a city, a team, and an era.

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The Big Idea Book Five hundred new ideas to change the world
in ways big and small John Wiley & Sons

New York, My Village: A Novel

21 Days to a Big Idea!

Moose's Big Idea

The Ones Who Hit the Hardest

What's the BIG Idea?

200 World-Changing Concepts Explained In An Instant

Encourages teachers to structure literacy education around clearly stated, essential questions, and describes how this approach can increase a student's abilities for comprehension and retention.

The work of advertising's most famous art director.

Why don't we feel the Earth move? Why does an ice cube float?

Why can't you unscramble an egg? Why can't we live forever?

These are all questions that a curious kid might ask. In What's the BIG Idea?, renowned juvenile science educator Vicki Cobb answers these and other fascinating questions to help kids

learn more about the world through the wonders of science. A big idea is one that has no simple or easy answer, and there are four big ideas in this book: motion, energy, matter, and life. The motion of nonliving objects—rolling balls, falling stones, the moon and stars—seems so ordinary and familiar that most people take it for granted. Matter, on the other hand, comes in so many different forms—solids, liquids, gases, metals, nonmetals, living material—that it is hard to imagine anything that all matter has in common. Energy is an idea that is in the news just about every day, yet most people couldn't tell you what the big idea of energy is. And life—what life is—seems mind-boggling and infinitely complicated. How do we bend our brains around it? Scientists learn by asking questions. And this book, now in paperback, is designed to make young readers stop and think about each of the questions before reading what scientists have learned that answers each question. They'll be able to do simple things to see for themselves, and they will build their own scientific knowledge in the process. By the time they've finished this book, they'll get the big picture of what

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science is all about.
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