

## Captivology

**Conquer Your State of Anxiety with Inspirational insight**
“Her description of her escalating illness is irreverent, brutally honest, and compelling, her successes are inspiring.”
—Booklist
Receive practical and insightful anxiety relief and comfort from someone with first hand experience struggling with a specific type of OCD. Discover what anxiety looks like. Kirstin Pagacz tells the riveting story of how she discovered her disorder. By high school, she was anorexic and a substance abuser—common "shadow syndromes" of OCD. By adulthood she was holding onto jobs and friends through sheer grit. Help came in the form of a miraculously well-timed public service announcement on NPR about OCD—at last, her illness had an identity. Learn what anxiety feels like. "It's like the meanest, wildest monkey running around my head, constantly looking for ways to bite me." That was how Kirsten Pagacz described her OCD to her therapist. After learning how to conquer her specific type of OCD, Pagacz wants to share her insight with you in hopes that you banish those intrusive thoughts, conquer your anxiety, and live a better life. Inside you'll gain insight into:
• The benefits of meditation and yoga
• Cognitive behavioral therapy
• Medication and exposure therapy
If you learned from guides like Anxious for Nothing, The Dialectical Behavior Therapy Skills Workbook, or The Anxiety and Worry Workbook, then you'll want to read **Conquering Your State of Anxiety.**

“Boaler is one of those rare and remarkable educators who not only know the secret of great teaching but also know how to give that gift to others.”
— CAROL DWECK, author of Mindset
“Jo Boaler is one of the most creative and innovative educators today. Limitless Mind marries cutting-edge brain science with her experience in the classroom, not only proving that each of us has limitless potential but offering strategies for how we can achieve it.”
— LAURENE POWELL JOBS
“A courageous freethinker with fresh ideas on learning.”
— BOOKLIST
In this revolutionary book, a professor of education at Stanford University and acclaimed math educator who has spent decades studying the impact of beliefs and bias on education, reveals the six keys to unlocking learning potential, based on the latest scientific findings. From the moment we enter school as children, we are made to feel as if our brains are fixed entities, capable of learning certain things and not others, influenced exclusively by genetics. This notion follows us into adulthood, where we tend to simply accept these established beliefs about our skillsets (i.e. that we don't have “a math brain” or that we aren't “the creative type”). These damaging—and as new science has revealed, false—assumptions have influenced all of us at some time, affecting our confidence and willingness to try new things and limiting our choices, and, ultimately, our futures. Stanford University professor, bestselling author, and acclaimed educator Jo Boaler has spent decades studying the impact of beliefs and bias on education. In *Limitless Mind*, she explodes these myths and reveals the six keys to unlocking our boundless learning potential. Her research proves that those who achieve at the highest levels do not do so because of a genetic inclination toward any one skill but because of the keys that she reveals in the book. Our brains are not “fixed,” but entirely capable of change, growth, adaptability, and rewiring. Want to be fluent in mathematics? Learn a foreign language? Play the guitar? Write a book? The truth is not only that anyone at any age can learn anything, but the act of learning itself fundamentally changes who we are, and as Boaler argues so elegantly in the pages of this book, what we go on to achieve.

A “must-read” (The Washington Post) funny and practical guide to help you find, build, and keep the relationship of your dreams. Have you ever looked around and wondered, “Why has everyone found love except me?” You’re not the only one. Great relationships don’t just appear in our lives—they’re the culmination of a series of decisions, including whom to date, how to end it with the wrong person, and when to commit to the right one. But our brains often get in the way. We make poor decisions, which thwart us on our quest to find lasting love. Drawing from years of research, behavioral scientist turned dating coach Logan Ury reveals the hidden forces that cause those mistakes. But awareness on its own doesn’t lead to results. You have to actually change your behavior. Ury shows you how. This “simple-to-use guide” (Lori Gottlieb, New York Times bestselling author of *Maybe You Should Talk to Someone*) focuses on a different decision in each chapter, incorporating insights from behavioral science, original research, and real-life stories. You’ll learn:
-What’s holding you back in dating (and how to break the pattern)
-What really matters in a long-term partner (and what really doesn’t)
-How to overcome the perils of online dating (and make the apps work for you)
-How to meet more people in real life (while doing activities you love)
-How to make dates fun again (so they stop feeling like job interviews)
-Why “the spark” is a myth (but you’ll find love anyway)
This “data-driven” (Time), step-by-step guide to relationships, complete with hands-on exercises, is designed to transform your life. How to Not Die Alone will help you find, build, and keep the relationship of your dreams. This book examines intelligence analysis in the digital age and demonstrates how intelligence has entered a new era. While intelligence is an ancient activity, the digital age is a relatively new phenomenon. This volume uses the concept of the “digital age” to highlight the increased change, complexity, and pace of information that is now circulated, as new technology has reduced the time it takes to spread news to almost nothing. These factors mean that decision-makers face an increasingly challenging threat environment, which in turn increases the demand for timely, relevant, and reliable intelligence to support policymaking. In this context, the book demonstrates that intelligence places greater demands on analysis work, as the traditional intelligence cycle is no longer adequate as a process description. In the digital age, it is not enough to accumulate as much information as possible to gain a better understanding of the world. To meet customers’ needs, the intelligence process must be centred around the analysis work - which in turn has increased the demand for analysts. Assessments, not least predictions, are now just as important as revealing someone else’s secrets. This volume will be of much interest to students of intelligence studies, security studies, and international relations.

**The Art of Captivating Conversation**

**52 Bathing Rituals to Revitalize Your Spirit**

**Making a Living with Your Ideas**

**How You Can Wage an Effective Publicity Campaign...Without Going Broke**

**Earning It**

**The Elegant Pitch**

**Learn, Lead, and Live Without Barriers**

**The Four Lenses of Innovation**

*Being Present offers a framework to navigate social presence at work and at home. By exploring four primary communication choices—budgeted, entitled, competitive, and invitational—author Jeanine W. Turner shows when and where to employ each to effectively communicate in a notification-saturated world.*

*Do games hold the secret to better productivity? If you've ever found yourself engrossed in Angry Birds, Call of Duty, or a plain old crossword puzzle when you should have been doing something more productive, you know how easily games hold our attention. Hardcore gamers have spent the equivalent of 5.93 million years playing World of Warcraft while the world collectively devotes about 5 million hours per day to Angry Birds. A colossal waste of time? Perhaps. But what if we could tap into all the energy, engagement, and brainpower that people are already expending and use it for more creative and valuable pursuits? Harnessing the power of games sounds like a New-Age fantasy, or at least a fad that's only for hip start-ups run by millennials in Silicon Valley. But according to Adam L. Penenberg, the use of smart game design in the workplace and beyond is taking hold in every sector of the economy, and the companies that apply it are witnessing unprecedented results. "Gamification" isn't just for consumers chasing reward points anymore. It's transforming, well, just about everything. Penenberg explores how, by understanding the way successful games are designed, we can apply them to become more efficient, come up with new ideas, and achieve even the most daunting goals. He shows how game mechanics are being applied to make employees happier and more motivated, improve worker safety, create better products, and improve customer service. For example, Microsoft has transformed an essential but mind-numbing task—debugging software—into a game by having employees compete and collaborate to find more glitches in less time. Meanwhile, Local Motors, an independent automaker based in Arizona, crowdsources designs from car enthusiasts all over the world by having them compete for money and recognition within the community. As a result, the company was able to bring a cutting-edge vehicle to market in less time and at far less cost than the Big Three automakers. These are just two examples of companies that have tapped the characteristics that make games so addictive and satisfying. Penenberg also takes us inside organizations that have introduced play at work to train surgeons, aid in physical therapy, translate the Internet, solve vexing scientific riddles, and digitize books from the nineteenth century. Drawing on the latest brain science as well as his firsthand reporting from these cutting-edge companies, Penenberg offers a powerful solution for businesses and organizations of all stripes and sizes.*

*The most complete and authoritative guide to Gen Z, describing how leaders must adapt their employment, sales and marketing, product, and growth strategies to attract and keep this important new generation of customers, employees and trendsetters. Gen Z changes everything. Today's businesses are not built to sell and market the way Gen Z shops and buys, or to recruit and employ Gen Z the way they find and keep jobs. Leaders need answers now as gen Z is the fastest growing generation of employees and the most important group of consumer trendsetters. The companies that quickly and comprehensively adapt to Gen Z thinking will be the winners for the next twenty years. Those that don't will be the losers or become extinct. Zconomy is the comprehensive survival guide on how leaders must understand and embrace Generation Z. Researched and written by Dr. Denise Villa and Jason Dorsey from The Center for Generational Kinetics, the insights in Zconomy are based on their extensive research, they've led more than 60 generational studies, and their work with more than 500 companies around the world. In Zconomy, Dr. Villa and Dorsey answer: Who is Gen Z? What do employers, marketers, and sales leaders need to know? And, most importantly, what should leaders do now? This is the critical moment for leaders to understand and adapt to Gen Z or become irrelevant. Gen Z is already reshaping the world of business and this change is only going to accelerate. Zconomy is the definitive manual that will prepare any executive, manager, entrepreneur, HR or marketing professional to successfully unlock the powerful potential of this emerging generation at this pivotal time.*

*Growing a small business requires more than just sales Business Development For Dummies helps maximise the growth of small- or medium-sized businesses, with a step-by-step model for business development designed specifically for B2B or B2C service firms. By mapping business development to customer life cycle, this book helps owners and managers ensure a focus on growth through effective customer nurturing and management. It's not just sales! In-depth coverage also includes strategy, marketing, client management, and partnerships/alliances, helping you develop robust business practices that can be used every day. You'll learn how to structure, organise, and execute an effective development plan, with step-by-step expert guidance. Realising that you can't just "hire a sales guy" and expect immediate results is one of the toughest lessons small business CEOs have to learn. Developing a business is about more than just gaining customers - it's about integrating every facet of your business in an overarching strategy that continually works toward growth. Business Development For Dummies provides a model, and teaches you what you need to know to make it work for your business. Learn the core concepts of business development, and how it differs from sales Build a practical, step-by-step business development strategy Incorporate marketing, sales, and customer management in general planning Develop and implement a growth-enhancing partnership strategy Recognising that business development is much more than just sales is the first important step to sustained growth. Development should be daily - not just when business starts to tail off, or you fall into a cycle of growth and regression. Plan for growth, and make it stick - Business Development For Dummies shows you how.*

*The Sales Engineer's Handbook*

*The Science of Capturing People's Attention*

*Foundations 101*

*How to Be Confident, Charismatic, and Likable in Any Situation*

*Business Development For Dummies*

*Feel, Think, and Live Better Than You Ever Thought Possible*

*Commanding Attention at Work (and at Home) by Managing Your Social Presence*

*A Power Tool for Creative Thinking*

Do you feel inadequate when it comes to communicating with others? Whether you want to (1) communicate clearly (2) master the art of persuasion, or (3) just be more liked and respected, this is the book for you. Do you dread social conversations? You can learn to communicate calmly, confidently and easily. This is where the true power of communication shows up most clearly. As you learn to take the conversational initiative, you will see your influence and enjoyment increase! Use body language to set others at ease. Learn the four easy physical cues that you can use to subconsciously build trust among other people. You will also discover the power of appropriate touch and how to use it for maximum effectiveness. Banish the fear of speaking to others. Learn how to turn nervous jitters to your advantage and discover specific strategies that you can use to enter a stressful situation without anxiety. What Will You Learn About Communication? How to start - and end - a conversation. How silence can strengthen your message. The five most important communication styles. The contagious power of laughter. How to adjust your communication style to meet the needs of your audience. You Will Also Discover: How to arm yourself with great conversation starters. How to build rapport with others. How to turn yourself into a charismatic communicator. How to leave a great impression every time. Increase your charisma by bringing joy to others. You don't have to be an extrovert to have charisma. There are specific steps you can take to boost your personal attractiveness. Learn how you can light up those around you, and do it in the best possible way, by being yourself! Life is so much better when you are communicating effectively. Buy It Now!

The Internet of Things Primer is your definitive source to understand how to build an IoT Business from a Technology idea. It covers how to strategically extend an existing business using Internet of Things and to create a new business. It offers a methodical discussion of challenges and best practices in building and launching IoT Applications including wearables, smart cities, connected cars, and Industrial IoT. This book is the first of its kind where a Product Manager or Entrepreneur can learn how to build the optimal Customer Experience for IoT Products across multi-device customer touch points. This book includes case studies from global businesses and entrepreneurs and Sudha Jamthe's futurist ideas about the evolution and Business disruptions from IoT impacting future jobs, Human Machine Interface and its immediate impact on Retail, Healthcare and Education. Sudha Jamthe's no-nonsense approach to IoT is refreshing, informative, and thorough. Read The Internet of Things Business Primer if you want to succeed in the IoT ecosystem. --Ben Parr, Author of Captivology and one of Inc.'s Top 10 IoT Experts There are times when gut feeling, a clear head and deep knowledge of your area of expertise are plenty to succeed. These times are quite different. You can have all of the above and still be baffled. That is why you are here reading this book by Sudha Jamthe. --Rob Van Kranenburg, Founder EU IoT Council

Everything we think, say, feel, and do has a direct impact on our physical and emotional health. And yet, we overlook this fundamental truth every day. A solution exists. The 22 Non-Negotiable Laws of Wellness advocates a holistic no-nonsense approach to health and well-being that is keenly sensitive to all facets of body, mind, and spirit. These twenty-two keys provide the definitive toolkit for achieving your own high-level wellness.

The manifesto for waging a street-smart publicity campaign with no- or low-cost strategies from one of Hollywood’s most successful publicists.

Say Anything to Anyone, Anywhere

Conquering Your State of Anxiety

Leaving the OCD Circus

How an Ordinary Person Can Create Extraordinary Change

Being Present

Intelligence Analysis in the Digital Age

The (Mostly) Hidden Ways Marketing Reshapes Our Brains

*Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now—especially for strategists looking to cultivate influence among target audience members through content marketing. Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition, even in the most crowded of marketplaces. This timely text introduces you to the Five C Cycle: Company Focus, Customer Experience, Content Creation, Channel Promotion, and Closed-Loop Analysis. The Five C Cycle drives the creation and documentation of a targeted content marketing strategy, and allows you to approach your content marketing campaign with confidence. By helping you determine your company's focus, uncover your customers' experience with data, develop channel promotions across social platforms, create actionable online content, and use closed-loop analysis to build on previous success, this will become your go-to content marketing guide. Content marketing entails creating and curating content online via blog posts, social media platforms, and more. The goal is to acquire and retain customers by creating content that brings value to their lives, and that encourages them to engage with your brand. This easy-to-understand guide will help you do just that. Analyze customer data to better understand your target audience's journey Leverage social platforms, such as Facebook and Twitter, to develop channel promotions Create and curate intelligent, engaging content that leads to action Build upon your previous success with closed-loop analysis Whether you work for a large corporation, are part of a small business, are a solo thought leader, or are an educator, Content Marketing Strategies For Dummies tells you how to gain a critical, competitive advantage through targeted content marketing strategies.*

*"From the director of the famed MIT Media Laboratory comes an exhilarating behind-the-scenes exploration of the research center where our nation's foremost scientists are creating the innovative new technologies that will transform our future"--*

*Brings together summaries of seventeen essential marketing classics in a single volume and includes Purple Cow by Seth Godin, Relationship Marketing by Regis McKenna, and The Tipping Point by Malcolm Gladwell. 20,000 first printing.*

*Listening is harder than it looks- but it's the difference between business success and failure. Nothing causes bad decisions in organizations as often as poor listening. But Bernard Ferrari, adviser to some of the nation's most influential executives, believes that such missteps can be avoided and that the skills and habits of good listening can be developed and mastered. He offers a step-by-step process that will help readers become active listeners, able to shape and focus any conversation. Ferrari reveals how to turn a tin ear into a platinum ear. His practical insights include: Good listening is hard work, not a passive activity Good listening means asking questions, challenging all assumptions, and understanding the context of every interaction Good listening results in a new clarity of focus, greater efficiency, and an increased likelihood of making better decisions Good listening can be the difference between a long career and a short one*

*Content Marketing Strategies For Dummies*

*Limitless Mind*

*Your Big Ticket Out of Having to Control Every Little Thing*

*Challenge the Ordinary*

*Mastering the Most Critical Business Skill of All*

*Discover The Best Ways To Communicate, Be Charismatic, Use Body Language, Persuade & Be A Great Conversationalist*

*Why Men Fight (Serapis Classics)*

*Zconomy*

The former editor of Mashable and cofounder of DominateFund examines the psychological phenomena that captivate our attention—and how we can leverage them to draw and retain attention for our ideas, work, companies, and more. Whether you’re an artist or a salesperson, a teacher or an engineer, a marketer or a parent—putting the spotlight on your ideas, insights, projects and products requires a deep understanding of the science of attention. In Captivology, award-winning journalist and entrepreneur Ben Parr explains how and why the mind pays attention to some events or people—and not others—and presents seven captivation

triggers—techniques guaranteed to help you capture and retain the attention of friends, colleagues, customers, fans, and even strangers. Parr combines the latest research on attention with interviews with more than fifty scientists and visionaries—Facebook’s Sheryl Sandberg, film director Steven Soderbergh, LinkedIn CEO Jeff Weiner, magician Jon Armstrong, New York Times bestselling author Susan Cain, Nintendo’s Shigeru Miyamoto, founder of Reddit Alexis Ohanian, and more—who have successfully brought their ideas, projects, companies, and products to the forefront of cultural consciousness. The result is an insightful and practical book that will change how you assign jobs to your kids or staff, craft a multi-million dollar ad campaign, deliver your next presentation, attract users to your product, or convince the world to support your cause.

A true story of taming OCD: "Her description of her escalating illness is irreverent, brutally honest, and compelling [and] her successes are inspiring." —Booklist It’s like the meanest, wildest monkey running around my head, constantly looking for ways to bite me. That was how Kirsten Pagacz described her OCD to her therapist in their first session when she was well into her thirties. She’d been following orders from this mean taskmaster for twenty years, without understanding why. The tapping, counting, cleaning, and ordering brought her comfort and structure, two things lacking in her family life. But it never lasted. The loathsome self-talk only intensified, and the rituals she had to perform got more bizarre. By high school, she was anorexic and a substance abuser—common "shadow syndromes" of OCD. By adulthood, she could barely hide her problems and held on to jobs and friends through sheer grit. Help finally came in the form of a miraculously well-timed public service announcement about OCD—at last, her illness had an identity. After finally learning how to conquer her OCD, Pagacz shares her story—from her traumatic childhood to the escalation of her disorder to her triumph over it—along with knowledge and insight about such techniques as meditation, yoga, cognitive-behavioral therapy, medication, and exposure therapy, to help others leave the OCD circus and live a better life.

"Sacred bathing brings the ancient tradition of meditation and prayer into the modern day ritual practice of a home bath, so that you can connect to Spirit daily and purify your energy."—Dr. Larry Dossey, author of One Mind and The Science of Premonitions Immerse Yourself in Healing Waters for Relaxation, Clarity, and Wholeness Gain inspiration and rejuvenation through the sacred act of bathing. With fifty-two bath recipes, one for every week of the year, The Book of Sacred Baths shows you how to use this relaxing practice to improve your love life, succeed in your career, strengthen your health, and transform your spirit. Each recipe is tailored to a specific emotional or spiritual need, from stress relief to divine assistance to self-connection for overall well-being. Using essential oils, candles, and color therapy along with visualization and ritual practice, you'll raise your vibration and release negative energy down the drain. Praise: "Fans of Sherman are in for an impressive treat with her collection of 52 fun and sacred baths to improve every aspect of your physical and spiritual life."—Publishers Weekly "A sacred bathing of the body ultimately becomes a sacred bathing of the mind, spirit, and soul, which unearths a mindfulness of self-nourishment that we might then gift as kindness to others as we go about our day."—Cathie Borrie, author of The Long Hello "I highly recommend this beautiful book of spiritual bathing for inner joy and healing."—Raven Keyes, author of The Healing Power of Reiki and The Healing Light of Angels

This indispensable sales tool shows you the ropes of lead qualification, the RFP process, and needs analysis and discovery, and explains how your technical know-how can add invaluable leverage to sales efforts at every step. You learn how to plan and present the perfect pitch, demonstrate products effectively, build customer relationship skills, handle objections and competitors, negotiate prices and contracts, close the sale, and so much more - including how to avoid the critical selling mistakes so often made by technical pros who jump to sales. The book also addresses key career management and team-building topics, and includes detailed case studies, concise chapter summaries, and handy checklists of skill-building tips that reinforce all the career-boosting skills and techniques you learn.

Guerrilla P.R.

Showing Up

The Surprising Science That Will Help You Find Love

The Promise of a Pencil

A Bias Radar for Responsible Policy-Making

Why Revolutionary Companies Abandon Conventional Mindsets, Question Long-Held Assumptions, and Kill Their Sacred Cows

Play at Work

Communication Skills

**“We’re sorry but your recommendation wasn’t approved.” We’ve all heard those words; it’s a sentence that swallows your hopes and crushes your confidence. Getting ideas or projects approved and securing the resources needed to implement them is one of the greatest challenges business leaders face. With multiple stakeholders, constrained budgets, and competing agendas, it’s difficult to cut through the clutter and garner the required support. The Elegant Pitch provides a simple, proven process to go from idea to approval more quickly and effectively than ever before. This is the same method used by elite strategy consulting firms such as McKinsey & Co. and Bain Consulting. But you don’t have to be a high-priced consultant to master a process that promises: Clearer and more compelling recommendations and ideas. Shorter and crisper communications. Greater efficiency. Shorter and fewer meetings. More efficient decision-making processes. A higher likelihood of getting your recommendations approved. Do less work, hold fewer and shorter meetings, and get ideas approved on the first pass? Sign me up! By using the methods in The Elegant Pitch, you can get to “yes” more quickly and drive the results that set you apart from the crowd.**

**There’s little room for error in today’s global economy. It does not allow for mediocrity; the rules and players have changed; and ordinary simply won’t work anymore. If companies don’t have the best products and services and the top people delivering them, their competition will—and they will do it all over the world. As companies expand and grow, the skills that led to their success often won’t sustain further development in a more complex, high-stakes environment. Yet few resources exist to help them. They frequently flounder in their attempts to create a competitive strategy, work with the board, and keep other talented executives, managers, and employees on board, all while endeavoring to navigate the turbulent waters of leadership. They need a roadmap to success. Challenge the Ordinary will help managers and executives at all levels: Avoid the traps of traditional strategy formulation and decision making. Discover what a leader can do to build a culture that defines “legacy.” Find out what leaders must do to attract, retain, and develop stars. Identify a clear path for organizational success.**

**Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and implement a winning plan. Whether you’re a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don’t. You’ll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, customer acquisitions, and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it, Digital Marketing All-In-One For Dummies will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.**

**Polycymakers prepare society for the future and this book provides a practical toolkit for preparing pro-active, future-proof scientific policy advice for them. It explains how to make scientific advisory strategies holistic. It also explains how and where biases, which interfere with the proper functioning of the entire science-policy ecosystem, arise and investigates how emotions and other biases affect the understanding and assessment of scientific evidence. The book advocates explorative foresight, systems thinking, interdisciplinarity, bias awareness and the anticipation of undesirable impacts in policy advising, and it offers practical guidance for them. Written in an accessible style, the book offers provocative reflections on how scientific policy advice should be sensitive to more than scientific evidence. It is both an appealing introductory text for everyone interested in science-based policy and a valuable guide for the experienced scientific adviser and policy scholar. "This book is a valuable read for all stakeholders in the scientific advisory ecosystem. Lieve Van Woensel offers concrete methods to bridge the gap between scientific advice and policy making, to assess the possible societal impacts of complex scientific and technological developments, and to support decision-makers' more strategic understanding of the issues they have to make decisions about. I was privileged to see them prove their value as I worked with Lieve on the pilot project of the Scientific Foresight unit for The European Parliament's STOA panel." - Kristel Van der Elst, CEO, The Global Foresight Group; Executive Head, Policy Horizons Canada "A must-read for not only scientific policy advisers, but also those interested in the ethics of scientific advisory processes. Lieve Van Woensel walks readers through a well-structured practical toolkit that bases policy advice on more than scientific evidence by taking into account policies' potential effects on society and the environment." -**

**Dr Paul Rübig, Former Member of the European Parliament and former Chair of the Panel for the Future of Science and Technology**

**The Internet of Things Business Primer**

**5 Keys To Successful Cross-Cultural Communication**

**How to Build an IoT Business**

**How Men Can Become Effective Allies in the Workplace**

**How to Figure Out What to Do with Your Life (Next)**

**How the Digital Magicians of the MIT Media Lab Are Creating the Innovative Technologies That Will Transform Our Lives**

**Mastering Technical Sales**

**Power Listening**

For the past fifteen years, Stephen Isaacs and Paul Jelinek have been go-to advisors to foundations. They have consulted on everything from basic governance and management to strategic planning, program development, and impact assessment. Distilling more than fifty years of hands-on philanthropic experience into a short, highly readable book, the authors guide founders and leaders of foundations through many of the issues and challenges they are likely to encounter. These include the technical aspects of starting and running an effective foundation as well as critical insights about what it takes to become a truly great foundation. Indispensable for board and staff members of new and established foundations alike-and for individuals who may be considering launching a new foundation of their own-the book is available through Amazon.com and other major outlets.

Written in response to the devastation of World War I, "Why Men Fight" lays out Bertrand Russell's ideas on war, pacifism, reason, impulse, and personal liberty. Russell argues that when individuals live passionately, they will have no desire for war or killing. Conversely, excessive restraint or reason causes us to live unnaturally and with hostility toward those who are unlike ourselves. Draws on profiles of such examples as Pablo Picasso, Frank Lloyd Wright, and Ayn Rand to explore the personality disorder, identifying the sources of narcissism in today's world while explaining how to avoid narcissist-related abuse.

Janine Driver was trained as a lie detection expert for the ATF, FBI, and the CIA and is a New York Times bestselling author (You Say More Than You Think). Now she makes a powerful and incontrovertible declaration: You Can ’ t Lie to Me. Driver—who is known in professional circles as “ the Lyin ’ Tamer ” and has demonstrated her world-renowned expertise on such programs as The Today Show, The Dr. Oz Show, and Nancy Grace—now offers readers essential tools that will enable them to detect deceptions, recognize a liar, and ultimately improve their lives. For readers of Never Be Lied to Again by David Lieberman and anyone worried about the possibility of cheating partners, devious co-workers, lying employees, or ubiquitous con men, You Can ’ t Lie to Me will help you uncover the truth in any situation while giving you the skills you need to keep yourself happy, your family safe, and your business protected.

How to Not Die Alone

Angels on Assignment

Captivology

Freeing Yourself from the Narcissist in Your Life

Create a Compelling Recommendation, Build Broad Support, and Get it Approved

Foresight-Based Scientific Advice

How to Start and Run a Great Foundation

The Revolutionary Program to Supercharge Your Inner Lie Detector and Get to the Truth

**“More people recognize the importance of Allyship—and that’s great. Unfortunately, many men still don’t know what they need to do to effect change so everyone feels valued and empowered at work. In Showing Up, Ray Arata provides clear guidance on how to turn good intentions into action. I strongly recommend it to everyone interested in helping create a more equal and productive workplace.” —Sheryl Sandberg, COO of Facebook and founder of LeanIn.Org and OptionB.Org Showing Up is a revolutionary step-by-step guide—by and for men—to end toxic masculinity and enact heart-based leadership, increase diversity, bolster the bottom line, and create a workplace culture where everyone wins. The Time’s Up, Me Too, and Black Lives Matter movements have sounded a wake-up—especially for men. Organizations worldwide now realize the critical importance of diversity, equity, and inclusion (DEI) for underrepresented people. It’s abundantly clear: the default model of masculinity isn’t working for anyone. But for a new and healthier infrastructure, for permanent and transformational shifts, we need a plan that includes men. In Showing Up, Ray Arata details the proven methods he’s shared with such companies as Verizon, Bloomberg, Moody’s, Intel, Toyota, Hearst, and more, teaching men to • Embrace healthy masculinity as a cornerstone of inclusionary leadership; • Identify unhealthy masculine behaviors in the workplace—like mansplaining, maninterrupting, and monopolizing; • Adopt behavior modifications aligned with being an inclusive leader and ally; • Incorporate specific language to use in healthy discussions; and • Leverage power and position to elevate underrepresented groups.**

**The Art of Captivating Conversation is a book for enhancing social skills and developing conversation starters—how to have a deeper connection with people, with tips based on human and social psychology as well as the author’s observations and proven coaching techniques. Readers will learn the basics of what makes a good interaction, as well as a plethora of highly-actionable techniques to become more confident, charismatic, and likable. For example: If your conversations are boring, it may be because you don’t know yourself—your experiences or opinions—so you have little to share Most people ask bad questions because they are either too specific (what’s your favorite movie?) or too broad (what is your passion?) If you need a witty comeback to an insult, simply agree with the insult and amplify it to an outlandish degree. This shows security and wit. Think of The Art of Captivating Conversation as a more detailed and nuanced How to Win Friends & Influence People for the modern age, now that most people see Carnegie’s book as “common sense.” It will be a handy reference for both introverts looking to step out, and confident speakers looking for an edge. The Art of Captivating Conversationempowers readers to step out of their comfort zones to not only break the ice, but also engage an audience in a meaningful and enriching conversation. It is a handy book that will empower readers to speak confidently.**

**More than fifty trailblazing executive women who broke the corporate glass ceiling offer inspiring and surprising insights and lessons in this essential, in-the-trenches career guide from Joann S. Lublin, a Pulitzer-Prize winning journalist and management news editor for The Wall Street Journal. Among the first female reporters at The Wall Street Journal, Joann S. Lublin faced a number of uphill battles in her career. She became deputy bureau chief of the Journal’s important London bureau, its first run by women. Now, she and dozens of other women who successfully navigated the corporate battlefield share their valuable leadership lessons. Lublin combines her fascinating story with insightful tales from more than fifty women who reached the highest rungs of the corporate ladder—most of whom became chief executives of public companies —in industries as diverse as retailing, manufacturing, finance, high technology, publishing, automobiles, and pharmaceuticals. Leaders like Carly Fiorina, former CEO of Hewlett-Packard, as well as Mary Barra, CEO of General Motors, and Brenda Barnes, former CEO of Sara Lee, were the first women to run their huge employers. Earning It reveals obstacles such women faced as they fought to make their mark, choices they made, and battles they won—and lost. Lublin chronicles the major milestones and dilemmas of the work world unique to women, providing candid advice and practical inspiration for women of all ages and at every stage of their careers. The extraordinary women we meet in the pages of Earning It and the hard-won lessons they share provide a compelling career compass that will help all women reach their highest potential without losing a meaningful personal life.**

**This thought-provoking and inspirational book covers such topics as: developing a solid creative process through “Visual Reflection Notebooks” and “Bring Play to Work”; understanding the artist’s unique identity in relation to the larger culture; building systems of support and collaboration; explaining how an artist’s needs and passions can lead to innovation and authenticity; using language to inspire visual creativity; responding to the Internet and changing concepts of what is public and private; and accepting digression as a creative necessity. Through the exercises and techniques outlined in Art Without Compromise”, the reader will develop new confidence to pursue individual goals and inspiration to explore new paths, along with motivation to overcome creative blocks. With a revised understanding of the relevance in their own work within the sphere of contemporary culture, the artist will come away with a clearer perspective on his or her past and future work and a critical eye for personal authenticity.**

**Creative Careers**

**You Can’t Lie to Me**

**How Gen Z Will Change the Future of Business—and What to Do About It**

**The Marketing Gurus**

**Design Thinking**

**Integrating Innovation, Customer Experience, and Brand Value**

**The 22 Non-Negotiable Laws of Wellness**

**Digital Marketing All-In-One For Dummies**

The author describes how he left a lucrative business consulting job to found the nonprofit Pencils of Promise, an organization responsible for building schools for the poor in developing countries around the world and which recently completed its two hundredth school.

“An amazing and brilliant instruction manual on how to find purpose, build a career, and live a life of fulfillment.” — DEEPAK CHOPRA A surefire guide to planning your next career move and discovering the job you really want. Jennifer Turluk was dissatisfied in her corporate job, so she quit. But she had no idea what to do next. After university, she, like so many graduates, focused on just getting a job rather than figuring out the career she really wanted. Instead of getting another degree or going back to school to change her career path, Turluk embarked on a “self-education journey,” interviewing and shadowing some of the world’s leading professors, founders, and investors from Silicon Valley companies such as Airbnb, Square, and Kiva. What she discovered was not only a way to find out what she really wanted to do with her own life, but also a career-design process that would help others do just the same. Turluk’s career-prototyping framework uses tested strategies and exercises, including quantified self, design thinking, and lean methodology to help everyone from recent graduates to mid-career workers looking for a change. Let this book be your guide to finding a satisfying and passion-driven career that is right for you.

Sent by God In this intriguing book, Roland Buck describes his personal encounters with angels and what the Bible tells us about these messengers of God. You'll find out how God's messengers impact your own life and how God is using angels to help usher in the great end-times harvest of souls before the return of Jesus. Read how God uses angels to... Protect believers Wage spiritual warfare Comfort and encourage Bring blessings Bring strength during trials Assist in bringing people to Christ Disclose God's will Bring answers to prayer Glorify God's name As you become aware of the remarkable role of these messengers of God, you'll gain increased faith and confidence in God's plan for your life, for the ministry of believers, and for the salvation of multitudes of people leading to the second coming of Christ.

CaptivologyThe Science of Capturing People’s AttentionHarperOneCaptivologyThe Science of Capturing People’s AttentionHarper Collins

How to Battle OCD and Reclaim Your Life

Hard-Won Lessons from Trailblazing Women at the Top of the Business World

The Sorcerers and Their Apprentices

Blindsight

The Book of Sacred Baths

Lessons from the Best Marketing Books of All Time

How Games Inspire Breakthrough Thinking

**Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they've been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.**

**"By asking how the world's top innovators - Steve Jobs, Richard Branson, Jeff Bezos and many others - came up with their game-changing ideas, ... Rowan Gibson identifies four key business perspectives that will enable you to discover groundbreaking opportunities for innovation and growth: Challenging orthodoxies: what if the dominant conventions in your field, market, or industry are outdated, unnecessary or just plain wrong? Harnessing trends: where are the shifts and discontinuities that will, now and in the future, provide the energy you need for a major leap forward? Leveraging resources: how can you arrange existing skills and assets into new combinations that add up to more than the sum of their parts? Understanding needs: what are the unmet needs and frustrations that everyone else is simply ignoring?"--Publisher's description.**

**Earn a Living Doing What You Love Featuring insider advice from Daymond John, Karlie Kloss, Tim Ferriss, Randi Zuckerberg, Dave Asprey, Dennis Crowley, Brandon Maxwell, Mauro Porcini, Joy-Ann Reid, Roy Wood Jr., and dozens more! In one of the most popular classes at Parsons School of Design, B. Jeffrey Madoff gave students a reality check: "Most of us have had the feeling of 'I could've done that,' whether at an art gallery, watching a performance, or finding a new product or even a new business idea. What's the difference between you and them? They actually did it. You didn't." With Creative Careers, you will learn how to do it, too: use your creativity; have a sustainable, profitable career; and do what you love. Creative Careers pulls from interviews with more than forty experts--notable entrepreneurs, artists, and business leaders--as well as from Madoff's own decades of experience to supercharge your career. Creativity can often feel sporadic and unfocused, coming in bursts and peaks. That's why Madoff focuses your professional path by asking vital questions that will ultimately help you: Determine your value Be smart about your hustle Ruthlessly edit down your creative projects Overcome fear and doubt Create a successful, long-lasting career on your own terms You may aspire to join the fashion world, to work in visual arts, or to spearhead a start-up. You may be an executive who leads a creative team, or a professional looking to make a career change. Madoff takes you down an accessible path that will lead to success in any field or endeavor.**

**Offers simple guidelines for improving multi-cultural interpersonal skills and becoming proactive in your communications with members of other cultures to build strong, productive relationships in person, on the phone and by email in your professional dealings.**