

## How Excellent Companies Avoid Dumb Things Breaking The 8 Hidden Barriers That Plague Even Best Businesses Neil Smith

In a world where most businesses fail, *The Art of Preventing Stupid* offers a system for leaders to solve common business problems before they happen. Author Matthew Neill Davis introduces the Preventing Stupid Method to running a business, a method that guides readers in identifying, categorizing, and prioritizing threats to and weaknesses in their business. This book details how to efficiently prevent and manage potential and present problems and helps business owners and managers learn how to create leads for a more profitable business. You will learn how to seize opportunities rather than wallow in problems that should never have made it to the surface. Forward-thinking risk management This book delivers bold business strategy rooted in forward-thinking risk management. It is about changing how leaders think, so they can run their business with confidence, effectiveness, and profitability. It shows struggling entrepreneurs how to weed out the stupid mistakes they're making, so they can move forward. For those already running a business, it offers next-level risk management strategies to make work easier, more profitable, and more secure. Advice from a lawyer In *The Art of Preventing Stupid*, you'll get a lawyer's perspective and insight and the value of a fractional general counsel for the cost of a single book. Matthew Neill Davis of Davis Law, PLLC, a firm that has three times made the Law Firm 500 for being among the fastest-growing law firms in the nation, will show you how to make smart, meaningful changes to successfully grow your organization. With his extensive litigation and business representation experience and expertise in building and running custom legal departments for businesses and nonprofits, he has dedicated himself to helping business owners make smart business decisions.

*Sucka Free Love!* provides down to earth, street-smart insight into hundreds of the tough issues facing dating singles today. Relationship expert Deborrah Cooper shares her common sense and often hilarious insight and no-holds barred advice in a hip, 21st century style. Interracial relationships, handling racist friends and family, booty calls and friends with benefits, dating convicts, ferreting out child molesters and other weirdos, exes that won't let go, jealousy, what women REALLY want in a man, older women/younger men, and how to date with aplomb are just a few examples of the many subjects addressed. Appearing on the list of Best Black Books of 2007, this unique dating guide translates manspeak into English women can understand, and exposes the games and codewords used by manipulative players and gold-diggers around the globe. *Sucka Free Love!* delivers all that single women need to turn confusing romantic situations around. Inexperienced high school and college-aged women can learn by reading about the poor choices and foolish mistakes of others. More mature women back on the market are provided with tools to date smarter in a changing social market. The book also contains a quiz for those having relationship problems that can help determine if you are dating a sucka or not. Makes a great gift for females of any age struggling with making smart choices in men and love.

Wall Street Journal Business Bestseller A Financial Times Business Book of the Month Named by The Washington Post as One of the 11 Leadership Books to Read in 2018 From the New York Times bestselling coauthor of *Great by Choice* comes an authoritative, practical guide to individual performance—based on analysis from an exhaustive, groundbreaking study. Why do some people perform better at work than others? This deceptively simple question continues to confound professionals in all sectors of the workforce. Now, after a unique, five-year study of more than 5,000 managers and employees, Morten Hansen reveals the answers in his “Seven Work Smarter Practices” that can be applied by anyone looking to maximize their time and performance. Each of Hansen's seven practices is highlighted by inspiring stories from individuals in his comprehensive study. You'll meet a high school principal who engineered a dramatic turnaround of his failing high school; a rural Indian farmer determined to establish a better way of life for women in his village; and a sushi chef, whose simple preparation has led to his restaurant (tucked away under a Tokyo subway station underpass) being awarded the maximum of three Michelin stars. Hansen also explains how the way Alfred Hitchcock filmed *Psycho* and the 1911 race to become the first explorer to reach the South Pole both illustrate the use of his seven practices (even before they were identified). Each chapter contains questions and key insights to allow you to assess your own performance and figure out your work strengths, as well as your weaknesses. Once you understand your individual style, there are mini-quizzes, questionnaires, and clear tips to assist you focus on a strategy to become a more productive worker. Extensive, accessible, and friendly, *Great at Work* will help you achieve more by working less, backed by unprecedented statistical analysis.

"In *Stupid things I won't do when I get old*, Petro candidly addresses the fears, frustrations, and stereotypes that accompany aging. He offers a blueprint for the new old age, and an understanding that aging and illness are not the same. As he writes, 'I meant the list as a pointed reminder--to me--to make different choices when I eventually cross the threshold to 'old'' -- Excerpt from jacket flap.

**Stupid Things I Won't Do When I Get Old**

**Breaking the 8 Hidden Barriers that Plague Even the Best Businesses**

**Smart Customers, Stupid Companies**

**Service Design, Strategy, and the Art of Customer Delight**

**It's Still the Economy, Stupid**

**The Hidden Role of Chance in Life and in the Markets**

**How to Build a Stronger Business Strategy through Better Risk Management**

When he took office in 2001, George W. Bush inherited the strongest economy in American history. He inherited the largest federal budget surplus in American history -- and the prospect of paying off the entire national debt in just eight years. He inherited a strong dollar and sound fiscal policy. He inherited a nation whose economy was so strong that commentators who just a decade before were predicting American decline were now complaining about American dominance. And yet, Dubya blew it. Squandered everything he'd inherited from President Clinton. We thought if Junior was good at anything, it was inheriting things. *It's Still the Economy, Stupid* is the story of how America's CEO -- our first MBA president -- has trashed our economy. It shows:

- How he wasted the surplus on massive tax cuts for the hyper-rich.
- How he talked down the economy for his short-term political gain, then passed an economic program that has put 1.8 million Americans out of work and cost investors \$4.4 trillion.
- How he abandoned his free-trade rhetoric to adopt protectionist tariffs, effectively raising taxes on consumers.
- How he walked away from needed investments in education, training, and all the things that make us smarter, safer, and stronger economically.
- How he plans to go on from here to cripple Social Security and to allow the privileged to avoid even more taxes. It

makes you wonder: What do they teach you at Harvard Business School?

Stopping Losses from Accidental and Malicious Actions Around the world, users cost organizations billions of dollars due to simple errors and malicious actions. They believe that there is some deficiency in the users. In response, organizations believe that they have to improve their awareness efforts and making more secure users. This is like saying that coalmines should get healthier canaries. The reality is that it takes a multilayered approach that acknowledges that users will inevitably make mistakes or have malicious intent, and the failure is in not planning for that. It takes a holistic approach to assessing risk combined with technical defenses and countermeasures layered with a security culture and continuous improvement. Only with this kind of defense in depth can organizations hope to prevent the worst of the cybersecurity breaches and other user-initiated losses. Using lessons from tested and proven disciplines like military kill-chain analysis, counterterrorism analysis, industrial safety programs, and more, Ira Winkler and Dr. Tracy Celaya's You CAN Stop Stupid provides a methodology to analyze potential losses and determine appropriate countermeasures to implement. Minimize business losses associated with user failings Proactively plan to prevent and mitigate data breaches Optimize your security spending Cost justify your security and loss reduction efforts Improve your organization's culture Business technology and security professionals will benefit from the information provided by these two well-known and influential cybersecurity speakers and experts.

How to achieve extraordinary results with class How can you improve your leadership results beginning right now? The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk provides a clear path to increased results and higher job satisfaction for the leader and the people he is leading. Written for the leader who wants to do great things, but is overwhelmed with the complexities of leading, it is a book with a very simple message: think your decisions through and take care of your team. Written by bestselling author David Cottrell, The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk offers tried-and-true leadership strategies that stand the test of time—all of which you can put into practice today to positive results. The principles discussed apply to businesses in every industry, as well as schools, hospitals, churches, and even homes. By following the two rules outlined in the book's title, you'll improve morale, decrease turnover, increase your own job satisfaction, and have a whole lot more fun leading. Lead with confidence and class Make better decisions and develop synchronization on your team Coach smart, deal with poor performers, and focus on what's really important Listen to your team, encourage positive performance, and attack complacency You can lead your team to achieve extraordinary results! The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk gives you the expert tips and tricks you need to treat your team with dignity and respect—so you can all enjoy the benefits of winning with class.

"It's not that we're dumb. We're wired to avoid pain and pursue pleasure and security. It feels right to sell when everyone around us is scared and buy when everyone feels great. It may feel right-but it's not rational." -From The Behavior Gap Why do we lose money? It's easy to blame the economy or the financial markets-but the real trouble lies in the decisions we make. As a financial planner, Carl Richards grew frustrated watching people he cared about make the same mistakes over and over. They were letting emotion get in the way of smart financial decisions. He named this phenomenon-the distance between what we should do and what we actually do-"the behavior gap." Using simple drawings to explain the gap, he found that once people understood it, they started doing much better. Richards's way with words and images has attracted a loyal following to his blog posts for The New York Times, appearances on National Public Radio, and his columns and lectures. His book will teach you how to rethink all kinds of situations where your perfectly natural instincts (for safety or success) can cost you money and peace of mind. He'll help you to:

- Avoid the tendency to buy high and sell low;
- Avoid the pitfalls of generic financial advice;
- Invest all of your assets-time and energy as well as savings-more wisely;
- Quit spending money and time on things that don't matter;
- Identify your real financial goals;
- Start meaningful conversations about money;
- Simplify your financial life;
- Stop losing money!

It's never too late to make a fresh financial start. As Richards writes: "We've all made mistakes, but now it's time to give yourself permission to review those mistakes, identify your personal behavior gaps, and make a plan to avoid them in the future. The goal isn't to make the 'perfect' decision about money every time, but to do the best we can and move forward. Most of the time, that's enough."

The Art of Preventing Stupid

Why Smart Companies Do Dumb Things

Stupid to the Last Drop

A Highly Judgmental, Unapologetically Honest Accounting of All the Things Our Elders Are Doing Wrong

A Bullfighter's Guide

The 48 Laws Of Power

Stopping Losses from Accidental and Malicious Actions

**From the early ballads that established his stories to the later additions of Little John, Friar Tuck, Maid Marian, and Alan-a-Dale, this book explores how the legend of Robin Hood grew. He robbed from the rich to give to the poor, or so the legend goes. But who was the outlaw known as Robin Hood? How did his legend develop and how has it changed over the passing centuries? This new book in the Osprey Myths and Legends series takes a detailed look at Britain's most famous outlaw. It also enters the perilous world of Robin Hood scholarship with a critical review of the case for a 'historical' Robin Hood and a review of the mostly likely candidates. A perfect primer for young and old, this book covers both the fact and the fiction of Robin Hood.**

**"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers. \_x000D\_ Twelve Things This Book Will Do For You: \_x000D\_ Get you out of a mental rut, give you new thoughts, new visions, new ambitions. \_x000D\_ Enable you to make friends quickly and easily. \_x000D\_ Increase your popularity. \_x000D\_ Help you to win people to your way of thinking. \_x000D\_ Increase your influence, your prestige, your ability to get things done. \_x000D\_ Enable you to win new clients, new customers. \_x000D\_ Increase your earning power. \_x000D\_ Make you a better salesman, a better executive. \_x000D\_ Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant. \_x000D\_ Make you a better speaker, a more entertaining conversationalist. \_x000D\_ Make the principles of psychology easy for you to apply in your daily contacts. \_x000D\_ Help you to arouse enthusiasm among your associates. \_x000D\_ Dale Carnegie (1888-1955)**

was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today. \_x000D\_

"Your life experiences are the result of what you are thinking and believing about your self -- habitually. If you want a life that is powerfully joyful and meaningful, this is the book for you! This book teaches how to get the hell out of your own way by dropping the victim mentality. Learn how to develop practices that empower you to embrace Radical Self-Love and thereby express your authentically loving and powerful Self. *Stop Being Stupid* is not only about being your best self, but about making the difference only you can make! You have nothing to lose but fear, boredom, resignation and regret!"--Amazon.com.

Identifies four ways in which businesspeople compromise their objectives through ineffective over-standardizations or misguided practices, sharing practical advice on how to remain true to a business ideal, promote healthy change, and communicate authentically. 35,000 first printing.

**Lessons from the New Science of Behavioral Economics**

**Don't be Stupid, Don't be a Jerk**

**The Anxious Organization**

**Woo, Wow, and Win**

**Stop Being Stupid**

**Why Some Companies Make the Leap...And Others Don't**

**7 Common Sense Factors to Avoid Being a Stupid Leader**

Looks at famous business blunders, including the new Coke and Ed Rollins' election claims, suggests common causes for such mistakes, and suggests ways to avoid them

"A serious attempt to understand a common phenomenon" from the author of *The Nature of Human Intelligence* (Psychology Today). One need not look far to find breathtaking acts of stupidity committed by people who are smart, or even brilliant. The behavior of clever individuals—from presidents to prosecutors to professors—is at times so amazingly stupid as to seem inexplicable. Why do otherwise intelligent people think and behave in ways so stupid that they sometimes destroy their livelihoods or even their lives? This is an investigation of psychological research to see what it can tell us about stupidity in everyday life. The contributors to the volume—scholars in various areas of human intelligence—present examples of people messing up their lives, and offer insights into the reasons for such behavior. From a variety of perspectives, the contributors discuss: The nature and theory of stupidity How stupidity contributes to stupid behavior Whether stupidity is measurable. While many millions of dollars are spent each year on intelligence research and testing to determine who has the ability to succeed, next to nothing is spent to determine who will make use of their intelligence and not squander it by behaving stupidly. The contributors focus on the neglected side of this discussion, reviewing the full range of theory and research on stupid behavior and analyzing what it tells us about how people can avoid stupidity and its devastating consequences. "Marvelous, devilishly clever, and culturally timely book . . . A fascinating exploration." —Choice "Easily readable and well referenced . . . May provide just enough momentum for change." —International Journal of Intelligence

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power. \_\_\_\_\_ (From the Playboy

interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In *The 48 Laws of Power*, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, *Volume Three*, was wack. People set higher standards for me, and I love it.

The voyage of Jason and the Argonauts and their hunt for the Golden Fleece is one of the most enduringly popular of all of the Ancient Greek heroic myths. Accepting the quest in order to regain his kingdom, Jason assembled a legendary crew including many of Greece's greatest heroes such as Hercules, Orpheus, Atalanta, Telamon, and the twins Castor and Pollux. With this band of heroes and demi-gods, Jason set sail in the Argo on a journey across the known world. During their quest, the Argonauts faced numerous challenges including the harpies, the clashing rocks, the Sirens, Talos the bronze man, the sleepless dragon that guarded the fleece, and of course the fickle will of the gods of Olympus. Dr. Neil Smith retells this classic myth, examining its origins, its history, and its continued popularity. The text is supported by numerous illustrations both classical and modern, including numerous

artwork plates especially commissioned for this work.

Why Smart People Do Dumb Things

The Road Less Stupid

The Four Types of Human Behavior and How to Effectively Communicate with Each in Business (and in Life)

Why Business People Speak Like Idiots

Great at Work

Stupid Factor

Why Do Smart People Make Such Stupid Mistakes?

What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better--and smarter--solution is simply to remain small? This book explains how to do just that. Company of One is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion. Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output, and more growth. In Company of One, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

Do you ever think you're the only one making any sense? Or tried to reason with your partner with disastrous results? Do long, rambling answers drive you crazy? Or does your colleague's abrasive manner rub you the wrong way? You are not alone. After a disastrous meeting with a highly successful entrepreneur, who was genuinely convinced he was 'surrounded by idiots', communication expert and bestselling author, Thomas Erikson dedicated himself to understanding how people function and why we often struggle to connect with certain types of people. Surrounded by Idiots is an international phenomenon, selling over 1.5 million copies worldwide. It offers a simple, yet ground-breaking method for assessing the personalities of people we communicate with – in and out of the office – based on four personality types (Red, Blue, Green and Yellow), and provides insights into how we can adjust the way we speak and share information. Erikson will help you understand yourself better, hone communication and social skills, handle conflict with confidence, improve dynamics with your boss and team, and get the best out of the people you deal with and manage. He also shares simple tricks on body language, improving written communication, advice on when to back away or when to push on, and when to speak up or shut up. Packed with 'aha!' and 'oh no!' moments, Surrounded by Idiots will help you understand and communicate with those around you, even people you currently think are beyond all comprehension. And with a bit of luck you can also be confident that the idiot out there isn't you!

Since the end of World War II, most people around the world regarded the United States as the land of opportunity. The baby boomers and Generation X knew it best as "the land of milk and honey." It was a place where people could easily raise a family and with hard work could achieve anything they set their mind to. The American Dream, a dream of a land where life is better, richer and fuller for everyone, was alive. Much has changed, though, in the past four decades. Most Americans today do not

Fooled by Randomness is a standalone book in Nassim Nicholas Taleb's landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don't understand. The other books in the series are The Black Swan, Antifragile, Skin in the Game, and The Bed of Procrustes. Fooled by Randomness is the word-of-mouth sensation that will change the way you think about business and the world. Nassim Nicholas Taleb--veteran trader, renowned risk expert, polymathic scholar, erudite raconteur, and New York Times bestselling author of The Black Swan--has written a modern classic that turns on its head what we believe about luck and skill. This book is about luck--or more precisely, about how we perceive and deal with luck in life and business. Set against the backdrop of the most conspicuous forum in which luck is mistaken for skill--the world of trading--Fooled by Randomness provides captivating insight into one of the least understood factors in all our lives. Writing in an entertaining narrative style, the author tackles major intellectual issues related to the underestimation of the influence of happenstance on our lives. The book is populated with an array of characters, some of whom have grasped, in their own way, the significance of chance: the baseball legend Yogi Berra; the philosopher of knowledge Karl Popper; the ancient world's wisest man, Solon; the modern financier George Soros; and the Greek voyager Odysseus. We also meet the fictional Nero, who seems to understand the role of randomness in his professional life but falls victim to his own superstitious foolishness. However, the most recognizable character of all remains unnamed--the lucky fool who happens to be in the right place at the right time--he embodies the "survival of the least fit." Such individuals attract devoted followers who believe in their guru's insights and methods. But no one can replicate what is obtained by chance. Are we capable of distinguishing the fortunate charlatan from the genuine visionary? Must we always try to uncover nonexistent messages in random events? It may be impossible to guard ourselves against the vagaries of the goddess Fortuna, but after reading Fooled by Randomness we can be a little better prepared. Named by Fortune One of the Smartest Books of All Time A Financial Times Best Business Book of the Year

Top Ten Dumb Career Mistakes-- and how to Avoid Them

Thirteen Ways to Right Your Financial Wrongs

Why Staying Small Is the Next Big Thing for Business

My Story and Guide to Help You Avoid This Epidemic

The Dumb Things Smart People Do with Their Money

Fooled by Randomness

I Was Taking Notes - 2017 Edition

Are you paid what you deserve by your clients? Learn to negotiate with your clients more profitably. This book will save you a fortune and maybe even make you a fortune. Its practical approach means you can apply the proven strategies in your business

today. You will discover: How to confidently hold your price, How to say 'no' to clients while improving your relationship, How to negotiate higher fees and prices, How to handle unrealistic timescales and budgets, How to respond to 'you've got the business if you drop your price' and How to prepare for meetings with Procurement. Why Do Smart People Make Such Stupid Mistakes? is a practical negotiation guide to more profitable client relationships for marketing and communication agencies, sales teams and professional service people.

**YOU HAVE THE POWER TO BREAK THE ANXIETY CYCLE IN YOUR WORKPLACE** Do you work for an anxious organization? Of course you do! According to Jeffrey A. Miller, there is no other kind. Anxiety is both natural and necessary; without it we would not be able to survive. But when collective anxiety is mismanaged, it travels through an organization in uncontrolled chain reactions, resulting in dumb decisions, unproductive conflict and grueling office politics. That's the bad news. The good news is that it only takes one person to break the anxiety chain reaction-and that person could be you. Read *The Anxious Organization* and discover how to: - Diffuse "personality conflicts" by recognizing that they're not so personal after all- Avoid getting entangled in destructive politics while remaining "in the loop"- Stop micromanaging, or get another micromanager off your case- Break the cycle of blame and avoid becoming its scapegoat- Arrest "groupthink" before it results in a disastrous decision- Remain calm, clear and collected in the face of others' anxiety reactions- Spread calm to others by taking clear and principled stands

Nobody wants to say dumb things. But we all do. The first step towards reducing the number of dumb things you say is to know what the dumb things are. Based on thirty years of research with millions and millions of conversations, this book contains the secrets of overcoming these blunders: Using Bad Bookends Starting with Wrong First Words Not Choosing Your Words Well Poor Questions and Bad Listening Focus-on-Me Attitude Wrong Tone Not Diffusing Difficult Drama 7 Dumb Things We All Say is quick and enjoyable reading. Action strategies are clearly outlined and provide a road map to success. If you are serious about communicating well--and like a spot of humor along the way--then this is the book for you.

A corporate manifesto that helps companies break down the barriers that prevent their success.

You CAN Stop Stupid

Advice from the Chairman of the Board

You Mean I'm Not Lazy, Stupid or Crazy?!

Sucka Free Love!: How to Avoid Dating the Dumb, the Deceitful, the Dastardly, the Dysfunctional and the Deranged

The First Two Rules of Leadership

Breaking the 8 Hidden Barriers That Plague Even the Best Businesses

Company of One

**It is a fact that 20 percent of new business ventures fail in their first year, and 50 percent in the first three years. The author's contention, based on years of experience working with new businesses, is that in most cases this is NOT because of any fundamental flaw in the idea behind the business. Too often, it is because the people running them do stupid things, like ignoring the basic principles of good business practice - and pay the price with bankruptcy. This book looks in detail at real-life examples of start-ups that have failed or very nearly failed. Time and time again, intelligent and articulate people, often with a record of business success, have unwittingly adopted 'profit-avoidance' strategies through poor decision making. Stupid Factor examines why this happens and how others can avoid the same fate.**

**Smart Business, Stupid Business" provides a practical approach for the small business owner. This is a book written specifically for the small business owner with specific action steps. It's filled with meaningful information that cuts to the chase. It's the comprehensive content that turns any business owner into a Smarter Business Owner.**

**The information in this book can be used by anyone at any professional level, in any field. Use it to avoid the ten most common, critical career mistakes, and get things back on track if you've already blown it.'**

**The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the**

**universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?**

**Simple Ways to Stop Doing Dumb Things with Money**

**Smart Ways to Improve Every Relationship**

**How To Win Friends And Influence People**

**Why Smart People Can Be So Stupid**

**Find Success with Your Start-up by Avoiding the Critical Mistakes Entrepreneurs Make**

**How Alberta Is Bringing Environmental Armageddon to Canada (And Doesn't Seem to Care)**

**Good to Great**

*In this pioneering guide, two business authorities introduce the new discipline of Service Design and reveal why trying new strategies for pleasing customers isn't enough to differentiate your business—it needs to be designed for service from the ground up. Woo, Wow, and Win reveals the importance of designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. Bestselling authors and business experts Thomas A. Stewart and Patricia O'Connell contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as their products. Service Design is proactive—it is about delivering on your promise to customers in accordance with your strategy, not about acceding to customer dictates. Woo, Wow, and Win teaches you how to create "Ahhh" moments when the customer makes a positive judgment, and to avoid "Ow" moments—when you lose a sale or worse, customer trust. Whether you're giving a haircut, selling life insurance, or managing an office building, your customer is as much a part of your business as your employees are. Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences. This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably. Innovative yet grounded in real world examples, Woo, Wow, and Win is the key strategy for winning customers—and keeping them.*

*For the first time since it was published in 1995, this seminal work on ADD—attention deficit disorder—in adults has been revised to include the latest research and treatments available today. With over a quarter million copies in print, You Mean I'm Not Lazy, Stupid or Crazy?! is one of the bestselling books on attention deficit disorder (ADD) ever written. There is a great deal of literature about children with ADD. But what do you do if you have ADD and aren't a child anymore? This indispensable reference—the first of its kind written for adults with ADD by adults with ADD—focuses on the experiences of adults, offering updated information, practical how-tos and moral support to help readers deal with ADD. It also explains the diagnostic process that distinguishes ADD symptoms from normal lapses in memory, lack of concentration or impulsive behavior. Here's what's new: -The new medications and their effectiveness -The effects of ADD on human sexuality -The differences between male and female ADD—including falling estrogen levels and its impact on cognitive function -The power of meditation -How to move forward with coaching And the book still includes advice about: -Achieving balance by analyzing one's strengths and weaknesses -Getting along in groups, at work and in intimate and family relationships—including how to decrease discord and chaos -Learning the mechanics and methods for getting organized and improving memory -Seeking professional help, including therapy and medication The old saying goes, 'To the man with a hammer, everything looks like a nail.' But anyone who has done any kind of project knows a hammer often isn't*

enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

Every day, seemingly intelligent and successful companies make headline news for poor decisions that can cause their business to stumble and make many of us scratch our heads in wonder. Why would such a successful business make "that" strategic decision? Neil Smith, with more than 20 years of experience leading large-scale performance improvements, reveals the hidden barriers that limit excellent companies from reaching their potential, and cause even the smartest managers and leaders to falter. During his experience transforming some of the top global businesses, Smith has identified 8 barriers that exist in every organization and prevent them from implementing literally thousands of ideas to improve the way they work: Avoiding Controversy Poor Use of Time Reluctance to Change Organizational Silos Management Blockers Incorrect Information and Bad Assumptions Size Matters Existing Processes Rich with anecdotes and case studies, Smith identifies the ways in each of these barriers interrupt your own business. He then outlines a fast and proven process in which 12 principles of business transformation can break down the processes that hold companies back. What Smith offers his readers is the same thing he offers every day to the major companies he works with, A PROMISE that by following his insights, the company will be able to increase communication, simplicity, and profit to levels never before attainable. Throughout the book, Dr. Richard Levak has contributed personality and organizational insights that shed light on why an individual or an organization behaves in contrary ways giving you a better sense of why these internal walls exist and how to be aware of your actions in your day to day life.

*Don't Be a Dumb Bitch Your Entire Life*

Robin Hood

*How Excellent Companies Avoid Dumb Things*

*The Behavior Gap*

*Your Adventure from Victimhood to Radical Self-Love*

*7 Dumb Things We All Say*

*George W. Bush, The GOP's CEO*

A bestselling investigative journalist takes a tour of the Alberta oil and gas industry, revealing how Canada's richest province is squandering our chance for a sustainable future. In its desperate search for oil and gas riches, Alberta is destroying itself. As the world teeters on the edge of catastrophic climate change, Alberta plunges ahead with uncontrolled development of its fossil fuels, levelling its northern Boreal forest to get at the oil sands, and carpet-bombing its southern half with tens of thousands of gas wells. In so doing, it is running out of water, destroying its range land, wiping out its forests and wildlife and spewing huge amounts of greenhouse gases into the atmosphere, adding to global warming at a rate that is unrivalled in Canada or almost anywhere else in the world. It's digging, drilling and blasting its way to oblivion, becoming the ultimate symbol of Canada's - and the world's - pathological will to self-destruct. Nowhere has the world seen such colossal environmental destruction as is being wreaked on Alberta. At one point the province even went so far as to consider a scientist's idea of nuking its underbelly to get at the tar sands. Stupid to the Last Drop looks at the increasingly violent geopolitical forces that are gathering as the world's gas and oil dwindle and the Age of Oil begins its inevitable slide towards oblivion. As Canadians deplete their energy reserves, selling them off to Americans at bargain-basement prices, no thought is given to conservation or the long-term needs of the nation. In this powerful polemic, William Marsden journeys across the heart of a province seized by the destructive forces of greed, power and the energy business, and envisions a very bleak future.

Have you ever been head over heels for someone, only to find out you're the only one head over heels? This book not only details my story, but it's meant to help you through yours.

You're smart. So don't be dumb about money. Pinpoint your biggest money blind spots and take control of your finances with these tools from CBS News Business Analyst and host of the nationally syndicated radio show *Jill on Money*, Jill Schlesinger. "A must-read . . . This straightforward and pleasingly opinionated book may persuade more of us to think about financial planning."--Financial Times Hey you . . . you saw the title. You get the deal. You're smart. You've made a few dollars. You've done what the financial books and websites tell you to do. So why isn't it working? Maybe emotions and expectations are getting in the way of good sense--or you're paying attention to the wrong people. If you've started counting your lattes, for god's sake, just stop. Read this book instead. After decades of working as a Wall Street trader, investment adviser, and money expert for CBS News, Jill Schlesinger reveals thirteen costly mistakes you may be making right now with your money. Drawing on personal stories and a hefty dose of humor, Schlesinger

argues that even the brightest people can behave like financial dumb-asses because of emotional blind spots. So if you've saved for college for your kids before saving for retirement, or you've avoided drafting a will, this is the book for you. By following Schlesinger's rules about retirement, college financing, insurance, real estate, and more, you can save money and avoid countless sleepless nights. It could be the smartest investment you make all year. Praise for *The Dumb Things Smart People Do with Their Money*  
"Common sense is not always common, especially when it comes to managing your money. Consider Jill Schlesinger's book your guide to all the things you should know about money but were never taught. After reading it, you'll be smarter, wiser, and maybe even wealthier."--Chris Guillebeau, author of *Side Hustle* and *The \$100 Startup* "A must-read, whether you're digging yourself out of a financial hole or stacking up savings for the future, *The Dumb Things Smart People Do with Their Money* is a personal finance gold mine loaded with smart financial nuggets delivered in Schlesinger's straight-talking, judgment-free style."--Beth Kobliner, author of *Make Your Kid a Money Genius (Even If You're Not)* and *Get a Financial Life*

Surrounded by Idiots

Jason and the Argonauts

The Hidden Habits of Top Performers

It's the Economy, Stupid

The Great Mental Models: General Thinking Concepts

Why Only Intelligent Companies Will Thrive, and how to be One of Them

Smart Business, Stupid Business