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# ***The New Machiavelli Jonathan Powell***

The New Machiavelli is a gripping account of life inside 'the bunker' of Number 10. In his twenty-first century reworking of Niccolo Machiavelli's influential masterpiece, The Prince, Jonathan Powell - Tony Blair's Chief of Staff from 1994 - 2007 - recounts the inside story of that period, drawing on his own unpublished diaries. Taking the lessons of Machiavelli derived from his experience as an official in fifteenth-century Florence,

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Powell shows how these lessons can still apply today. Illustrating each of Machiavelli's maxims with a description of events that occurred during Tony Blair's time as Prime Minister, *The New Machiavelli* is designed to be *The Prince* for modern times. Covering all the core elements that business students need to know about the economic dimension of strategy, this text offers a fresh approach by also placing strategy in its social, political, and organizational context. Students are introduced to the links between strategic management and strategizing processes on the one hand and organizational

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politics and power relations on the other. The book integrates concerns about ethics and globalization, and corporate social responsibility and sustainability, to provide a provocative and critically engaged approach to understanding strategy in the post-financial crisis world.

FINALIST--2008 PEN TRANSLATION PRIZE In The Essential Writings of Machiavelli, Peter Constantine has assembled a comprehensive collection that shows the true depth and breadth of a great Renaissance thinker. Refreshingly accessible, these superb new translations are faithful to Machiavelli's

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original, beautifully crafted writings. The volume features essays that appear in English for the first time, such as "A Caution to the Medici" and "The Persecution of Africa." Also included are complete versions of the political treatise, *The Prince*, the comic satire *The Mandrake*, *The Life of Castruccio Castracani*, and the classic story "Belfagor", along with selections from *The Discourses*, *The Art of War*, and *Florentine Histories*. Augmented with useful features—vital and concise annotations and cross-references—this unique compendium is certain to become the standard one-volume reference to this

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influential, versatile, and ever timely writer. "Machiavelli's stress on political necessity rather than moral perfection helped inspire the Renaissance by renewing links with Thucydides and other classical thinkers. This new collection provides deeper insight into Machiavelli's personality as a writer, thus broadening our understanding of him."  
-Robert D. Kaplan, author of *Warrior Politics: Why Leadership Demands a Pagan Ethos* "Constantine's selection is not only intelligent; his translations are astonishingly good. Thoughtfully introduced by Albert Russell Ascoli, this edition

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belongs in everyone's library." –John Jeffries Martin, professor and chair, department of history, Trinity University "If one were to assign a single edition of Machiavelli's works, this most certainly would be it." –John P. McCormick, professor, department of political science, University of Chicago

"First published in Great Britain in 2010 by The Bodley Head"--T.p. verso.

Rogue State

Making Peace in Northern Ireland

Death at an Early Age

The Essential Writings of Machiavelli

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Talking to Terrorists

My Life, Our Times

The New Machiavelli

A fascinating insider's look at the subterranean world of secret negotiations between terrorist groups and governments

As a young child, Jonathan Watts believed if everyone in China jumped at the same time, the earth would be shaken off its axis, annihilating mankind. Now, more than thirty years later, as a correspondent for The Guardian in Beijing, he has discovered it is not only foolish little boys who dread a planet-shaking leap by the world's most populous nation. When a Billion Chinese Jump is a road journey into the future of our species. Traveling from the mountains of Tibet to the deserts

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of Inner Mongolia via the Silk Road, tiger farms, cancer villages, weather-modifying bases, and eco-cities, Watts chronicles the environmental impact of economic growth with a series of gripping stories from the country on the front line of global development. He talks to nomads and philosophers, entrepreneurs and scientists, rural farmers and urban consumers, examining how individuals are trying to adapt to one of the most spectacular bursts of change in human history, then poses a question that will affect all of our lives: Can China find a new way forward or is this giant nation doomed to magnify the mistakes that have already taken humanity to the brink of disaster?

One L, Scott Turow's journal of his first year at law school and a best-seller when it was first published in 1977, has gone on



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to become a virtual bible for prospective law students. Not only does it introduce with remarkable clarity the ideas and issues that are the stuff of legal education; it brings alive the anxiety and competitiveness--with others and, even more, with oneself--that set the tone in this crucible of character building. Each September, a new crop of students enter Harvard Law School to begin an intense, often grueling, sometimes harrowing year of introduction to the law. Turow's group of One Ls are fresh, bright, ambitious, and more than a little daunting. Even more impressive are the faculty. Will the One Ls survive? Will they excel? Will they make the Law Review, the outward and visible sign of success in this ultra-conservative microcosm? With remarkable insight into both his fellows and himself, Turow leads us through the ups and

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downs, the small triumphs and tragedies of the year, in an absorbing and thought-provoking narrative that teaches the reader not only about law school and the law but about the human beings who make them what they are. In the new afterword for this edition of *One L*, the author looks back on law school from the perspective of ten years' work as a lawyer and offers some suggestions for reforming legal education.

*\*The Explosive New Chapters\** The long-awaited epilogue to what's been hailed as the must-read political book of the year by commentators on all sides of the great divide. In addition to material covering the phone-hacking scandal previously excluded for legal reasons, in these final three chapters of *Power Trip* Damian McBride details the aftermath of the

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book's publication and outlines his shocking predictions for the future of the Labour Party, politics and the economy with characteristic insight and comic flair.

How to Survive and Rise in the Modern Corporation

An Intellectual Biography

It Worked for Me

The Destruction of the Hearts and Minds of Negro Children in the Boston Public Schools

A Memoir

Powelloggy

Leonardo, Michelangelo, and the Artistic Duel That Defined the Renaissance

Diogenes died by holding his breath. Plato allegedly died of a lice infestation. Diderot choked to death on an apricot.

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Nietzsche made a long, soft-brained and dribbling descent into oblivion after kissing a horse in Turin. From the self-mocking haikus of Zen masters on their deathbeds to the last words (gasps) of modern-day sages, *The Book of Dead Philosophers* chronicles the deaths of almost 200 philosophers-tales of weirdness, madness, suicide, murder, pathos and bad luck. In this elegant and amusing book, Simon Critchley argues that the question of what constitutes a 'good death' has been the central preoccupation of philosophy since ancient times. As he brilliantly demonstrates, looking at what the great thinkers have said about death inspires a life-affirming enquiry into the meaning and possibility of human happiness. In learning how to die, we learn how to live.

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In 1997, the biggest Labour victory in history swept England, ending eighteen years of Conservative government. Prime Minister Tony Blair — young, charismatic and complex — shaped the nation profoundly in the ten years that followed. From his work in Northern Ireland to the wars in Iraq and Afghanistan, few of his decisions were free from scrutiny and debate. Alternately beloved and reviled, he was an international figure to a degree matched by few British leaders — a role he continues in to this day through the Tony Blair Faith Foundation and his work in the Middle East. Now, for the first time, we see the fascinating journey and difficult choices of the prime minister through his own eyes. Grippingly candid and deeply intimate, *A Journey* is a must-read political memoir, full of startling insights into a host of

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world leaders, including George W. Bush and Bill Clinton. It is also a book that delves deeply and profoundly into what it means to be in a position of great power today, and its emotional and personal toll.

Discusses what black males fear most, their longing for intimacy, the pitfalls of patriarchy, and the destruction of oppression through redemption and love.

The best way to secure yourself against being 'let go' in the modern economy is to rise to a level within the corporation where you are making the strategic decisions, not bearing the brunt of their consequences. It may be tough at the top, but it's dangerous in the middle -- and the rewards at the top are far greater.

Corporate Intelligence

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The Penguin Book of Outer Space Exploration

Give People Money

Black Men and Masculinity

One L

The Mafia Manager

NASA and the Incredible Story of Human Spaceflight

How to Survive and Rise in the Modern Corporation Talented, hard-working and intelligent people don't always get to the very top of their chosen careers, even when they deserve to. What they may lack is something that seems to come naturally to some people but not to others: Corporate Intelligence. Many successful

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professionals with good leadership skills fail to maximise their career potential because of a number of instinctive good habits – things that make them highly effective executives, well-liked and respected by their colleagues, but which are not best designed to progress their careers to the next level. Taking its inspiration from Niccolò Machiavelli, the famous chronicler of the sometimes deadly political struggles between the leaders of Renaissance Italy's rival city states, the book exposes the hidden realities of corporate politics with wit and humour and explores the career strategies that lead successful executives



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to the very top of the corporate world. Corporate Intelligence explores the little-discussed though tacitly acknowledged fact that modern corporations are not rational and meritocratic operations in which hard work and talent will inevitably be rewarded, but complex social and political systems which must be skilfully navigated to obtain power and influence. Talent Is Not Enough. You Need Corporate Intelligence Mark Powell is a partner at A.T. Kearney consultancy and Associate Fellow at the University of Oxford's Saïd Business School. Jonathan Gifford is a business author whose

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writing focuses on the human aspects of business, management and leadership.

"We do not publish our own drafts, that is, our own mistakes, but we do sometimes publish other people's," Louis Althusser once observed of Marx's early writings. Among his own posthumously released drafts, one, at least, is incontestably neither mistake nor out-take: the text of his lecture course on Machiavelli, originally delivered at the École Normale Supérieure in 1972, intermittently revised up to the mid-1980s, and carefully prepared for publication after his death in 1990. Though only appearing as an

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occasional reference in the Marxist philosopher's oeuvre, Machiavelli was an unseen constant presence. For together with Spinoza and Marx, Machiavelli was a veritable Althusserian passion. Machiavelli and Us reveals why, and will be welcomed for the light it sheds on the richly complex thought of its author.

Business Lessons from the Renaissance Master of Gaining and Maintaining Power Generally considered the father of modern political science? and political ethics in particular? Niccolò di Bernardo dei Machiavelli was a Renaissance Italian writer, philosopher, humanist, historian,

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politician, and diplomat. After his career in politics had ended, Machiavelli wrote a short treatise that is often considered his masterpiece but was not published until five years after his death. The Prince contains adages regarding politics, in particular, providing advice for gaining and maintaining power. While Machiavelli was writing primarily about political power, his philosophies have been adopted by business leaders and titans of industry?presidents, CEOs, entrepreneurs, and innovators?ever since. Also including excerpts from The Art of War, Discourses on Livy, and Machiavelli's other works,

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Machiavelli on Business explores such ideas as: Whether it's better for a leader to be feared or loved How to best keep subordinates content The necessity of breaking promises at times Projecting the right qualities and fostering appearances Turning obstacles into opportunities Taking advantage of crises And much more!

Across the world governments proclaim that they will never 'negotiate with evil'. And yet they always have and always will. From jungle clearings to stately homes and anonymous airport hotels, Talking to Terrorists puts us in the room

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with the terrorists, secret agents and go-betweens who seek to change the course of history. Jonathan Powell has spent nearly two decades mediating between governments and terrorist organisations. Drawing on conflicts from Colombia and Sri Lanka to Palestine and South Africa, this optimistic, wide-ranging, authoritative book is about how and why we should talk to terrorists. 'Essential reading' Independent 'Fascinating' Sunday Times Now includes a new Afterword - Talking to ISIL \*Perfect for fans of The Looming Tower\*

Rachel and Her Children

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Machiavellian Intelligence

How to End Armed Conflicts

Power Trip

My Political Life

A Guide to the Worlds Only Superpower

How a Universal Basic Income Would End Poverty,

Revolutionize Work, and Remake the World

**"Extraordinarily affecting....A very important book....To read and remember the stories in this book, to take them to heart, is to be called as a witness." THE BOSTON GLOBE There is no safety net for the millions of heartbroken refugees from the American Dream, scattered helplessly in any city you can name. RACHEL**

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**AND HER CHILDREN** is an unforgettable record for humanity, of the desperate voices of the men, women, and especially children, and their hourly struggle for survival, homeless in America.

A collection of advice for the aspiring manager draws on the Mafia's reputation for understanding the dynamics of human nature, offering such maxims as "If you must lie, be brief" and "Keep your friends close, but keep your enemies closer"

New York Times Bestselling Author Colin Powell, one of America's most admired public figures, reveals the unique lessons that shaped his life and career *It Worked for Me* is a collection of lessons and personal anecdotes that shaped four star-general and former Secretary of



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**State Colin Powell's legendary career in public service. At its heart are Powell's "Thirteen Rules,"—notes he accumulated on his desk that served as the basis for the leadership presentations he delivered throughout the world. Powell's short-but-sweet rules such as "Get mad, then get over it" and "Share credit," are illuminated by revealing personal stories that introduce and expand on his principles for effective leadership: conviction, hard work, and above all, respect for others. In work and life, Powell writes, "It is the human gesture that counts." A compelling storyteller, Powell shares parables both humorous and solemn that offer wise advice on succeeding in the workplace and beyond. "Trust your people," he counsils as he delegates presidential**

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**briefing responsibilities to two junior aides. “Do your best--someone is watching,” he advises those just starting out, recalling his own teenage summer job shipping cases of soda. Powell combines the insight he gained serving in the top ranks of the military and in four presidential administrations, as well as the lessons learned from his hardscrabble upbringing in the Bronx and his training in the ROTC. The result is a powerful portrait of a leader who was reflective, self-effacing, and grateful for the contributions of every employee, no matter how junior. Powell’s writing--straightforward, accessible, and often very funny--will inspire, move, and surprise readers. Thoughtful and revealing, his book is a brilliant and original blueprint for leadership.**

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**Making peace in Northern Ireland was the greatest success of the Blair government, and one of the greatest achievements in British politics since the Second World War. In Jonathan Powell's masterly account we learn just how close the talks leading to the Good Friday agreement came to collapse and how the parties finally reached a deal. Pithy, outspoken and precise, Powell, Tony Blair's chief of staff and chief negotiator, gives us that rarest of things, a true insider's account of politics at the highest level. He demonstrates how the events in Northern Ireland have valuable lessons for those seeking to end conflict in other parts of the world and shows us how the process of making peace is sometimes messy and often blackly comic.**

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**The Epilogue**

**The Book of Dead Philosophers**

**Strategy**

**Wolf in Cio's Clothing**

**Machiavelli and Us**

**The Lost Battles**

**Young Guns**

**\* UPDATED WITH A NEW FOREWORD BY THE AUTHOR \* CHOSEN BY BILL GATES AS A BOOK OF THE YEAR 2016** Archie Brown challenges the widespread belief that 'strong leaders', dominant individual wielders of power, are the most successful and admirable. Within authoritarian

**regimes, a collective leadership is a lesser evil compared with a personal dictatorship. Within democracies, although 'strong leaders' are seldom as strong or independent as they purport to be, the idea that just one person is entitled to take the big decisions is harmful and should be resisted. Examining Franklin D. Roosevelt and Mikhail Gorbachev, Deng Xiaoping and Nelson Mandela, Margaret Thatcher and Tony Blair amongst many others, this landmark study pinpoints different types and qualities of leadership. Overturning the popular notion of the**

**strong leader, it makes us rethink preconceptions about what it means to lead. “This is the most important, dynamic book on the cancers of monopoly by giant corporations written in our generation.”—from the foreword by Ralph Nader American monopolies dominate, control, and consume most of the energy of our entire economic system; they function the same as cancer does in a body, and, like cancer, they weaken our systems while threatening to crash the entire body economic. American monopolies have also seized massive political power and use**

**it to maintain their obscene profits and CEO salaries while crushing small competitors. But Thom Hartmann, America's #1 progressive radio host, shows we've broken the control of behemoths like these before, and we can do it again. Hartmann takes us from the birth of America as a revolt against monopoly (remember the Boston Tea Party?), to the largely successful efforts of both Presidents Theodore and Franklin Roosevelt and other like-minded leaders to restrain corporations' monopolistic urges, to the massive changes in the rules of business**

**starting during the “Reagan Revolution” that have brought us to the cancer stage of capitalism. He shows the damage monopolies have done to so many industries: agriculture, healthcare, the media, and more. Individuals have taken a hit as well: the average American family pays a \$5,000 a year “monopoly tax” in the form of higher prices for everything from pharmaceuticals to airfare to household goods and food. But Hartmann also describes commonsense, historically rooted measures we can take—such as revitalizing antitrust regulation,**



**taxing great wealth, and getting money out of politics—to pry control of our country from the tentacles of the monopolists.**

**From one of Britain's most respected and acclaimed art historians, art critic of The Guardian—the galvanizing story of a sixteenth-century clash of titans, the two greatest minds of the Renaissance, working side by side in the same room in a fierce competition: the master Leonardo da Vinci, commissioned by the Florentine Republic to paint a narrative fresco depicting a famous military victory on a wall of**

**the newly built Great Council Hall in the Palazzo Vecchio, and his implacable young rival, the thirty-year-old Michelangelo. We see Leonardo, having just completed The Last Supper, and being celebrated by all of Florence for his miraculous portrait of the wife of a textile manufacturer. That painting—the Mona Lisa—being called the most lifelike anyone had ever seen yet, more divine than human, was captivating the entire Florentine Republic. And Michelangelo, completing a commissioned statue of David, the first colossus of the**

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**Renaissance, the archetype hero for the Republic epitomizing the triumph of the weak over the strong, helping to reshape the public identity of the city of Florence and conquer its heart. In *The Lost Battles*, published in England to great acclaim (“Superb”—*The Observer*; “Beguilingly written”—*The Guardian*), Jonathan Jones brilliantly sets the scene of the time—the politics; the world of art and artisans; and the shifting, agitated cultural landscape. We see Florence, a city freed from the oppressive reach of the Medicis, lurching from one crisis to**

another, trying to protect its liberty in an Italy descending into chaos, with the new head of the Republic in search of a metaphor that will make clear the glory that is Florence, and seeing in the commissioned paintings the expression of his vision. Jones reconstructs the paintings that Leonardo and Michelangelo undertook—Leonardo's Battle of Anghiari, a nightmare seen in the eyes of the warrior (it became the first modern depiction of the disenchantment of war) and Michelangelo's Battle of Cascina, a call to arms and the first

**great transfiguration of the erotic into art. Jones writes about the competition; how it unfolded and became the defining moment in the transformation of “craftsman” to “artist”; why the Florentine government began to fall out of love with one artist in favor of the other; and how—and why—in a competition that had no formal prize to clearly resolve the outcome, the battle became one for the hearts and minds of the Florentine Republic, with Michelangelo setting out to prove that his work, not Leonardo’s, embodied the future of art. Finally,**

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**we see how the result of the competition went on to shape a generation of narrative paintings, beginning with those of Raphael. A riveting exploration into one of history's most resonant exchanges of ideas, a rich, fascinating book that gives us a whole new understanding of an age and those at its center.**

**A colorful, comprehensive, and authoritative account of Machiavelli's life and thought This is a colorful, comprehensive, and authoritative introduction to the life and work of the Florentine statesman, writer, and political philosopher**

**Niccolò Machiavelli (1469–1527). Corrado Vivanti, who was one of the world's leading Machiavelli scholars, provides an unparalleled intellectual biography that demonstrates the close connections between Machiavelli's thought and his changing fortunes during the tumultuous Florentine republic and his subsequent exile. Vivanti's concise account covers not only Machiavelli's most famous works—The Prince, The Discourses, The Florentine Histories, and The Art of War—but also his letters, poetry, and comic dramas. While setting Machiavelli's life**

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**against a dramatic backdrop of war, crisis, and diplomatic intrigue, the book also paints a vivid human portrait of the man.**

**We Real Cool**

**How Big Business Destroyed the American Dream**

**Great Hatred, Little Room**

**Terrorists at the Table**

**Theory and Practice**

**Machiavelli on Business**

**Homeless Families in America**

America urgently needs a new direction. But who will provide it?



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The time has come to move the country forward with a clear agenda based on common sense for the common good. THERE IS A BETTER WAY. Make no mistake: Congressmen Eric Cantor, Paul Ryan, and Kevin McCarthy are proud Republicans. But they believe the party had lost sight of the ideals it believes in, like economic freedom, limited government, the sanctity of life, and putting families first. This isn't your grandfather's Republican party. These Young Guns of the House GOP—Cantor (the leader), Ryan (the thinker), and McCarthy (the strategist)—are ready to take their belief in the principles that have made America great and translate it into solutions that will make the future even better, solutions that will create private sector jobs, maximize individual freedom, and establish a better world for our children. This groundbreaking book is a call to action that sets forth a plan for growth, opportunity, and

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commitment that will propel this country to prosperity once again. Together, the Young Guns are changing the face of the Republican party and giving us a new road map back to the American dream. Rogue State and its author came to sudden international attention when Osama Bin Laden quoted the book publicly in January 2006, propelling the book to the top of the bestseller charts in a matter of hours. This book is a revised and updated version of the edition Bin Laden referred to in his address.

A standalone novella introducing a new side of Half Moon Hollow—featuring a freewheeling courier and the stuffy vampire she has to transport. Miranda Puckett has failed at every job she's ever had. Her mother just wants her to come home, join the family law firm, and settle down with Jason, the perfect lawyer boyfriend. But when Jason turns out to be a lying cheater, Miranda seizes on a

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job that gets her out of town: long-distance vampire transportation. Her first assignment is to drive vampire Collin Sutherland from Washington to sleepy Half Moon Hollow without incident—no small feat for a woman whom trouble seems to follow like a faithful hound dog! And she has to do it without letting her passenger—the most persnickety, stuffy, devastatingly handsome vamp she’s ever met—drive her crazy. As she and Collin find disaster on the roads, they also find an undeniable spark between them. Could Miranda have found the perfect job and the perfect guy for her?

The New York Times–bestselling author’s thoughtful and provocative memoir of changing identity, complex sexuality, and enduring family relationships. At age thirty-six, while serving on a jury, author Molly Wizenberg found herself drawn to a female attorney she hardly knew. Married to a man for nearly a decade and

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mother to a toddler, Wizenberg tried to return to her life as she knew it, but something inside her had changed irrevocably. Instead, she would discover that the trajectory of our lives is rarely as smooth or as logical as we'd like to believe. Like many of us, Wizenberg had long understood sexual orientation as a stable part of ourselves: we're "born this way." Suddenly she realized that her story was more complicated. Who was she if something at her very core could change so radically? Wizenberg forges a new path: through separation and divorce, coming out to family and friends, learning to co-parent a young child, and realizing a new vision of love. *The Fixed Stars* is a "spirited, terrifyingly courageous" memoir exploring timely and timeless questions about desire, identity, and the limits and possibilities of family (Booklist).

A Journey

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It's Not What You Say, It's What People Hear

Why Negotiating is the Only Way to Peace

A Guide to the Corporate Machiavelli

How to Wield Power in the Modern World

The Hidden History of Monopolies

When A Billion Chinese Jump

A revelatory account of Tony Blair's tumultuous leadership, *The Blair Years* gathers extracts from the diaries of the man who knew him best: Alastair Campbell—Blair's spokesman from 1994 to 2003, his press secretary, strategist, and closest confidant. It is a compelling chronicle of contemporary British politics and the rise of New Labour, providing the first important

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record of a remarkable decade in Britain's history. Here are the defining events of the time, from the Labour Party's new dawn to the war on terror; from the death of Princess Diana to negotiations for peace in Northern Ireland; from Kosovo, Afghanistan, and Iraq to the Hutton Inquiry of 2003, the year Campbell resigned his position. Here also are Blair's relationships with world leaders and heads of state, including presidents Bill Clinton and George W. Bush. But above all, here is Tony Blair up close and personal, making the decisions that affected the lives of millions, under relentless and frequently hostile pressure. Often described as the second most powerful figure in Britain, Alastair Campbell is no stranger to

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controversy. Feared and admired in equal measure, hated by some, he was pivotal to the founding of New Labour and the sensational election victory of 1997. Campbell spent more waking hours alongside the prime minister than anyone, and his diaries—at times brutally frank, often funny, always engrossing—take the reader right to the heart of government. *The Blair Years* is a story of politics in the raw, of progress and setback, of reputations made and destroyed, under the relentless scrutiny of a 24-hour media. Unflinchingly told, it covers the crises and scandals, the rows and resignations, the ups and downs at No. 10 Downing Street. But amid the landmark events are insights and observations that make this a remarkably human

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portrayal of some of the most influential people in the world. A completely riveting book about life at the very top, told by a man who saw it all.

The fascinating story of how NASA sent humans to explore outer space, told through a treasure trove of historical documents--publishing in celebration of NASA's 60th anniversary and with a foreword by Bill Nye "An extremely useful and thought provoking documentary journey through the maze of space history. There is no wiser or more experienced navigator through the twists and turns and ups and downs than John Logsdon." -James Hansen, New York Times bestselling author of First Man, now a feature film starring Ryan Gosling and Claire Foy



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Among all the technological accomplishments of the last century, none has captured our imagination more deeply than the movement of humans into outer space. From Sputnik to SpaceX, the story of that journey--including the inside history of our voyages to the moon depicted in First Man--is told as never before in The Penguin Book of Outer Space Exploration. Renowned space historian John Logsdon traces the greatest moments in human spaceflight by weaving together essential, fascinating documents from NASA's history with his expert narrative guidance. Beginning with rocket genius Wernher von Braun's vision for voyaging to Mars, and closing with Elon Musk's contemporary plan to get there, this volume traces major

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events like the founding of NASA, the first American astronauts in space, the Apollo moon landings, the Challenger disaster, the daring Hubble Telescope repairs, and more. In these pages, we such gems as Eisenhower's reactions to Sputnik, the original NASA astronaut application, John Glenn's reflections on zero gravity, Kennedy's directives to go to the moon, discussions on what Neil Armstrong's first famous first words should be, firsthand accounts of spaceflight, and so much more. Second in a series of three about the Blair years. First was entitled, Great hatred, little room: making peace in Northern Ireland.

Former Prime Minister and the country's longest-serving

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Chancellor, Gordon Brown has been a guiding force for Britain and the world over three decades. This is his candid, poignant and deeply relevant story. In describing his upbringing in Scotland as the son of a minister, the near loss of his eyesight as a student and the death of his daughter within days of her birth, he shares the passionately-held principles that have shaped and driven him, reminding us that politics can and should be a calling to serve. Reflecting on the personal and ideological tensions within Labour and its successes and failures in power, he describes how to meet the challenge of pursuing a radical agenda within a credible party of government. He explains how as Chancellor he equipped Britain for a

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globalised economy while swimming against the neoliberal tide and shows what more must be done to halt rising inequality. In his behind-the-scenes account of the financial crisis and his leading role in saving the world economy from collapse, he addresses the question of who was to blame for the crash and why its causes and consequences still beset us. From the invasion of Iraq to the tragedy of Afghanistan, from the coalition negotiations of 2010 to the referendums on Scottish independence and Europe, Gordon Brown draws on his unique experiences to explain Britain's current fractured condition. And by showing us what progressive politics has achieved in recent decades, he inspires us with a vision of what it might yet achieve

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today. Riveting, expert and highly personal, this historic memoir is an invaluable insight into our times.

The Alastair Campbell Diaries

The Myth of the Strong Leader

Machiavellian Economics

In Life and Leadership

Niccolò Machiavelli

The Turbulent True Story of a First Year at Harvard Law School

Strategies, Advice, and Words of Wisdom on Business and Power

Machiavellians are few in number in IT.

The massive pressure on CIOs continues to

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increase as the opportunities to use technology in business become more prevalent and more competitive. As CIOs often find themselves at the center of business conflict, they must not only familiarize themselves with Machiavellian tactics as a defensive weapon, but also learn to use them as an offensive weapon in extreme situations so that they can increase IT's contribution to their enterprises. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey, and the

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animal you most resemble determines your position on the food chain. In *The Wolf in CIO's Clothing* Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal types and the leadership attributes of each. Nunno posits the wolf -- a social animal with strong predatory instincts -- as the ideal example of how a leader can adapt and thrive. Technology may be black and white, but successful leadership demands an ability to exist in the grey. Drawing on her experience with hundreds of CIOs,

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Nunno charts a viable way to master the Machiavellian principles of power, manipulation, love, and war. Through compelling case studies, her approach demonstrates how CIOs and IT leaders can adjust their leadership styles in extreme situations for their own success and that of their teams.

The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. In *Words That Work*, Luntz offers a behind-



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the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch's six-billion-dollar decision to buy

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DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

A brilliantly reported, global look at universal basic income—a stipend given to every citizen—and why it might be the answer for our age of rising inequality,

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persistent poverty, and dazzling technology. Imagine if every month the government deposited \$1,000 into your checking account, with no strings attached and nothing expected in return. It sounds crazy. But it has become one of the most influential and discussed policy ideas of our time. The founder of Facebook, President Obama's chief economist, Canada and Finland's governments, the conservative and labor movements' leading intellectual lights—all are seriously debating versions of a UBI. In this

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sparkling and provocative book, economics writer Annie Lowrey looks at the global UBI movement. She travels to Kenya to see how a UBI is lifting the poorest people on earth out of destitution, India to see how inefficient government programs are failing the poor, South Korea to interrogate UBI's intellectual pedigree, and Silicon Valley to meet the tech titans financing UBI pilots in expectation of a world with advanced artificial intelligence and little need for human labor. Lowrey also examines the challenges

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the movement faces: contradictory aims, uncomfortable costs, and most powerfully, the entrenched belief that no one should get something for nothing. The UBI movement calls into question our deepest intuitions about what we owe each other. Yet as Lowrey persuasively shows, a UBI—giving people money—is not just a solution to our problems, but a better foundation for our society in this age of marvels.

The Blair Years

The Laws of War in American History

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Political Leadership in the Modern Age  
The Fixed Stars  
How China Will Save Mankind -- Or Destroy It  
Lincoln's Code  
Words That Work