

Sway The Irresistible Pull Of Irrational Behavior By Rom

Citing a rise in such factors as cosmetic surgery, status-related debt and misrepresented Facebook profiles, a cautionary report on the increase of unhealthy ego-related behaviors examines its actual cost to families, organizations and societies. By the author of Generation Me.

Includes information on Alcoholics Anonymous, al Qaeda, Amazon, Animal Liberation Front, Apaches, eBay, General Motors, Goodwill Industries, Google, Grokster, Kazaa, music piracy, Napster, P2P (peer to peer) services, Quakers, record industry, U.S. Supreme

What if you could travel back in time? What would you tell your younger self, if you had the opportunity? These are questions I've asked myself a thousand times, and Screw the Zoo is my answer. If you feel trapped, stuck in a rut, or in any way disheartened by the path your life has taken, then this book is for you. It contains every lesson, shortcut, and mind-hack I've found on my quest for freedom, broken down into practical lessons and simple steps that literally anyone can follow. This step-by-step guide to freedom will teach you: How to walk into a room, any room, and command attention and respect How to negotiate reality, redefine your worth, and achieve your dreams How to develop a Sherlockian-mind through the use of observational tricks and mnemonics How to control your body language and facial expressions to conceal your true feelings How to identify and break free from personal habits and traditions that are holding you back If you're ready to be free, to escape from your cage and forge your own path through life, then look no further. This is the road map through life that I wish I'd had from the very beginning.

A surprising, and entertaining, explanation of how the words we use (even the ones we don't notice) reveal our personalities, emotions, and identities.

The Irresistible Pull of Irrational Behavior

How One Emotion Connects Altruists, Psychopaths, and Everyone In-Between

The Irresistible Pull of Irrational Behaviour

The Chaos Imperative

The Center Cannot Hold

What the Post-9/11 World Should Have Taught Us About Leadership

The Secret Life of Pronouns

A fascinating journey into the hidden psychological influences that derail our decision-making, Sway will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In Sway, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In Sway, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

A WALL STREET JOURNAL BEST-SELLING BOOK NAMED BY THE WASHINGTON POST AS ONE OF THE 11 LEADERSHIP BOOKS TO READ IN 2018 Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership examines today's leadership landscape and describes the change it demands of leaders. Dempsey and Brafman persuasively explain that today's leaders are in competition for the trust and confidence of those they lead more than ever before. They assert that the nature of power is changing and should not be measured by degree of control alone. They offer principles for adaptation and bring them to life with examples from business, academia, government, and the military. In building their argument, Dempsey and Brafman introduce several concepts that illuminate both the vulnerability and the opportunity in leading today: Radical Inclusion. Fear of losing control in our fast-paced, complex, highly scrutinized environment is pushing us toward exclusion—exactly the wrong direction. Leaders should instead develop an instinct for inclusion. The word "radical" emphasizes the urgency of doing so. The Era of the Digital Echo. The speed and accessibility of information create "digital echoes" that make facts vulnerable, eroding the trust between leader and follower. Relinquishing Control to Preserve Power. Power and control once went hand in hand, but no longer. In today's environment, control is seductive but unlikely to produce optimum, affordable, sustainable solutions. Leaders must relinquish and share control to build and preserve power. The principles discussed in Radical Inclusion are memorable and the book is full of engaging stories. From a young vegan's confrontation with opponents in Berkeley to a young lieutenant's surprising visitor during the Cold War, from a reflection on the significance of Burning Man to a discussion of challenges faced in the Situation Room, Radical Inclusion will provide you with leadership tools to address real leadership challenges. Why are the instruction manuals for cell phones incomprehensible? Why is a truck driver's job as hard as a CEO's? How can 10 percent of every medical dollar cure 90 percent of the world's disease? Why do bad teams win so many games? Complexity, as any scientist will tell you, is a slippery idea. Things that seem complicated can be astoundingly simple; things that seem simple can be dizzyingly complex. A houseplant may be more intricate than a manufacturing plant. A colony of garden ants may be more complicated than a community of people. A sentence may be richer than a book, a couplet more complicated than a song. These and other paradoxes are driving a whole new science--simplicity--that is redefining how we look at the world and using that new view to improve our lives in fields as diverse as economics, biology, cosmology, chemistry, psychology, politics, child development, the arts, and more. Seen through the lens of this surprising new science, the world becomes a delicate place filled with predictable patterns--patterns we often fail to see as we're time and again fooled by our instincts, by our fear, by the size of things, and even by their beauty. In Simplicity, Time senior writer Jeffrey Kluger shows how a drinking straw can save thousands of lives; how a million cars can be on the streets but just a few hundred of them can lead to gridlock; how investors behave like atoms; how arithmetic governs abstract art and physics drives jazz; why swatting a TV indeed makes it work better. As simplicity moves from the research lab into popular consciousness it will challenge our models for modern living. Jeffrey Kluger adeptly translates newly evolving theory into a delightful theory of everything that will have you rethinking the rules of business, family, art--your world.

In the bestselling tradition of Switch and Made to Stick, Ori Brafman reveals how organizations can drive growth and profits by allowing

contained chaos and disruption the space to flourish, generating new ideas that trigger innovation. In *The Chaos Imperative*, organizational expert and bestselling author Ori Brafman (*Sway*, *The Starfish and the Spider*) shows how even the best and most efficient organizations, from Fortune 500 companies to today's US Army, benefit from allowing a little unstructured space and disruption into their planning and decision-making.

The 6 Enduring Principles of High Achievement

Two Birds in a Tree

What Your Stuff Says About You

A Journey to Spiritual Healing

Timeless Indian Wisdom for Business Leaders

Living in the Age of Entitlement

The Narcissism Epidemic

A world-class thinker counts the 100 ways in which humans behave irrationally, showing us what we can do to recognize and minimize these “thinking errors” to make better decisions and have a better life. Despite the best of intentions, humans are notoriously bad—that is, irrational—when it comes to making decisions and assessing risks and tradeoffs. Psychologists and neuroscientists refer to these distinctly human foibles, biases, and thinking traps as “cognitive errors.” Cognitive errors are systematic deviances from rationality, from optimized, logical, rational thinking and behavior. We make these errors all the time, in all sorts of situations, for problems big and small: whether to choose the apple or the cupcake; whether to keep retirement funds in the stock market when the Dow tanks, or whether to take the advice of a friend over a stranger. The “behavioral turn” in neuroscience and economics in the past twenty years has increased our understanding of how we think and how we make decisions. It shows how systematic errors mar our thinking and under which conditions our thought processes work best and worst. Evolutionary psychology delivers convincing theories about why our thinking is, in fact, marred. The neurosciences can pinpoint with increasing precision what exactly happens when we think clearly and when we don't. Drawing on this wide body of research, *The Art of Thinking Clearly* is an entertaining presentation of these known systematic thinking errors—offering guidance and insight into everything why you shouldn't accept a free drink to why you SHOULD walk out of a movie you don't like it to why it's so hard to predict the future to why shouldn't watch the news. The book is organized into 100 short chapters, each covering a single cognitive error, bias, or heuristic. Examples of these concepts include: Reciprocity, Confirmation Bias, The It-Gets-Better-Before-It-Gets-Worse Trap, and the Man-With-A-Hammer Tendency. In engaging prose and with real-world examples and anecdotes, *The Art of Thinking Clearly* helps solve the puzzle of human reasoning.

'Passionate and urgent.' *Guardian*, Book of the Week 'A must-read for all.' *Stylist*, best new books for 2020 'Cogently argued and intensely persuasive.

Groundbreaking Work.' *Waterstones*, best new books of April 'Impressive and much-needed.' *Financial Times*, Best Business Books April to June

'Admirably detailed.' *Prospect Magazine* 'Practical, useful, readable and essential for the times we are living in.' Nikesh Shukla 'An eye-opening book that I hope will be widely read.' Angela Saini 'If you think you don't need to read this book, you really need to read this book.' Jane Garvey 'An eye-opening book

looking at unconscious bias. Meticulously researched and well written. It will make you think hard about the judgements you make. An essential read for our times.' Kavita Puri, BBC Journalist and author For the first time, behavioural and data scientist, activist and writer Dr Pragya Agarwal unravels the way our implicit or 'unintentional' biases affect the way we communicate and perceive the world, how they affect our decision-making, and how they reinforce and perpetuate systemic and structural inequalities. *Sway* is a thoroughly researched and comprehensive look at unconscious bias and how it impacts day-to-day life, from job interviews to romantic relationships to saving for retirement. It covers a huge number of sensitive topics - sexism, racism, ageism, homophobia, colourism - with tact, and combines statistics with stories to paint a fuller picture and enhance understanding. Throughout, Pragya clearly delineates theories with a solid grounding in science, answering questions such as: do our roots for prejudice lie in our evolutionary past? What happens in our brains when we are biased? How has bias affected technology? If we don't know about it, are we really responsible for it? At a time when partisan political ideologies are taking centre stage, and we struggle to make sense of who we are and who we want to be, it is crucial that we understand why we act the way we do. This book will enable us to open our eyes to our own biases in a scientific and non-judgmental way.

Like the bestsellers "Blink" and "Freakonomics," this lively narrative offers a fresh view of the world, explaining the previously inexplicable and revealing hidden influences on human decision-making.

Now available: *Nudge: The Final Edition* The original edition of the multimillion-copy New York Times bestseller by the winner of the Nobel Prize in Economics, Richard H. Thaler, and Cass R. Sunstein: a revelatory look at how we make decisions—for fans of Malcolm Gladwell's *Blink*, Charles Duhigg's *The Power of Habit*, James Clear's *Atomic Habits*, and Daniel Kahneman's *Thinking, Fast and Slow* Named a Best Book of the Year by *The Economist* and the *Financial Times* Every day we make choices—about what to buy or eat, about financial investments or our children's health and education, even about the causes we champion or the planet itself. Unfortunately, we often choose poorly. *Nudge* is about how we make these choices and how we can make better ones. Using dozens of eye-opening examples and drawing on decades of behavioral science research, Nobel Prize winner Richard H. Thaler and Harvard Law School professor Cass R. Sunstein show that no choice is ever presented to us in a neutral way, and that we are all susceptible to biases that can lead us to make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice.

Deaf Again

Crazy

License to Pawn

Sway

Escape from Your Cage, Free Your Mind, and Take Over the World

Creativity, the Gift of Failure, and the Search for Mastery

Click

Iconoclasts have that knack for overturning conventional wisdom and achieving the apparently impossible. Though crucial to the success of any organisation, true iconoclasts are few and far between. This text explores what makes these great innovators tick and offers tools to unlock your own potential.

For years, marketers have held on to unwavering beliefs that have dictated how they market to their consumers. But the hard truth is that the changes we see in marketing and business are based on one undeniable factor--the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. Each product and service has a "best customer" that sustains a business. As customers grow up, the smartest marketers will stay ahead of them--and their money. In *The Age Curve*, marketing guru Kenneth Gronbach shows executives and entrepreneurs how to anticipate this wave of predictable demand and ride it to success. Gronbach reveals how older generations, the Baby Boomers and Generation Y, are redefining how we market and how businesses can anticipate their needs more effectively. Complete with entertaining examples of companies like Apple who have perfected their strategies for building a loyal customer base, as well as those who haven't (Levi Strauss and Honda Motorcycle), this book will show readers: * how to determine their best customers * how successful companies are earning the loyalty of Generation Y and cultivating allegiance to their products for years to come * why Generation X is a more valuable market than any of us have been led to believe * and much more Both shocking and compelling, *The Age Curve* will change the way companies look at their customers and how they market to them.

An examination of the ways in which the unconscious mind shapes everyday life traces recent scientific advances to reveal the pivotal role of the subliminal mind in influencing experiences and relationships. By the author of *The Drunkard's Walk*. 100,000 first printing.

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to choose more, which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counterintuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

Iconoclast

Your Secret for Success in Business, Love, and Life

Why Simple Things Become Complex (and How Complex Things Can Be Made Simple)

The Psychology Book

Why More Is Less, Revised Edition

How Chance and Disruption Increase Innovation, Effectiveness, and Success

Second Star

Does what's on your desk reveal what's on your mind? Do those pictures on your walls tell true tales about you? And is your favorite outfit about to give you away? For the last ten years psychologist Sam Gosling has been studying how people project (and protect) their inner selves. By exploring our private worlds (desks, bedrooms, even our clothes and our cars), he shows not only how we showcase our personalities in unexpected-and unplanned-ways, but also how we create personality in the first place, communicate it to others, and interpret the world around us. Gosling, one of the field's most innovative researchers, dispatches teams of scientific snoops to poke around dorm rooms and offices, to see what can be learned about people simply from looking at their stuff. What he has discovered is astonishing: when it comes to the most essential components of our personalities—from friendliness to flexibility—the things we own and the way we arrange them often say more about us than even our most intimate conversations. If you know what to look for, you can figure out how reliable a new boyfriend is by peeking into his medicine cabinet or whether an employee is committed to her job by analyzing her cubicle. Bottom line: The insights we gain can boost our understanding of ourselves and sharpen our perceptions of others. Packed with original research and fascinating stories, *Snoop* is a captivating guidebook to our not-so-secret lives.

How does memory work? Who is the "distractor" in your family? What was the "car crash" experiment? *The Psychology Book* is your visual guide to the complex and fascinating world of human behavior. Discover how we learn, become emotionally bonded with others, and develop coping mechanisms to deal with adversity, or conform in a group. Get to know key thinkers, from Freud and Jung to Elizabeth Loftus and Melanie Klein, and follow charts and timelines to make sense of it all and see how one theory influenced another. With concise explanations of different schools of psychology including psychotherapy, cognitive psychology and behaviorism, this is an ideal reference whether you're a student, or a general reader. It's your authoritative guide to over 100 key ideas, theories and conditions, including the collective unconscious, the "selfish" gene, false memory, psychiatric disorders, and autism. If you're fascinated by the human mind, *The Psychology Book* is both an invaluable reference and illuminating read.

Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian? Charismatic? Or Saint? This book will show you which. Charm, persuasion, the ability to create illusions: these are some of the many dazzling gifts of the Seducer, the compelling figure who is able to manipulate, mislead and give pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In this beautiful, sensually designed book, Greene unearths the two sides of seduction: the characters and the process. Discover who you, or your pursuer, most resembles. Learn, too, the pitfalls of the anti-Seducer. Immerse yourself in the twenty-four manoeuvres and strategies of the seductive process, the ritual by which a seducer gains mastery over their target. Understand how to 'Choose the Right Victim', 'Appear to Be an Object of Desire' and 'Confuse Desire and Reality'. In addition, Greene provides instruction on how to identify victims by type. Each fascinating character and each cunning tactic demonstrates a fundamental truth about who we are, and the targets we've become - or hope to win over. *The Art of Seduction* is an indispensable primer on the essence of one of history's greatest weapons and the ultimate power trip. From the internationally bestselling author of *The 48 Laws of Power*, *Mastery*, and *The 33 Strategies Of War*.

Lays out key principles for people who want to succeed, regardless of any obstacle.

Improving Decisions About Health, Wealth, and Happiness

True Stories of Sex, Love and Psychotherapy

Unravelling Unconscious Bias

Nudge

How We Learn

The Surprising Truth About When, Where, and Why It Happens

The Irrationals

In the tradition of *The Power of Habit* and *Thinking, Fast and Slow* comes a practical, playful, and endlessly fascinating guide to what we really know about learning and memory today—and how we can apply it to our own lives. From an early age, it is drilled into our heads: Restlessness, distraction, and ignorance are the enemies of success. We're told that learning is all self-discipline, that we must confine ourselves to designated study areas, turn off the music, and maintain a strict ritual if we want to ace that test, memorize that presentation, or nail that piano recital. But what if almost everything we were told about learning is wrong? And what if there was a way to achieve more with less effort? In *How We Learn*, award-winning science reporter Benedict Carey sifts through decades of education research and landmark studies to uncover the truth about how our brains absorb and retain information. What he discovers is that, from the moment we are born, we are all learning quickly, efficiently, and automatically; but in our zeal to systematize the process we have ignored

valuable, naturally enjoyable learning tools like forgetting, sleeping, and daydreaming. Is a dedicated desk in a quiet room really the best way to study? Can altering your routine improve your recall? Are there times when distraction is good? Is repetition necessary? Carey's search for answers to these questions yields a wealth of strategies that make learning more a part of our everyday lives—and less of a chore. By road testing many of the counterintuitive techniques described in this book, Carey shows how we can flex the neural muscles that make deep learning possible. Along the way he reveals why teachers should give final exams on the first day of class, why it's wise to interleave subjects and concepts when learning any new skill, and when it's smarter to stay up late prepping for that presentation than to rise early for one last cram session. And if this requires some suspension of disbelief, that's because the research defies what we've been told, throughout our lives, about how best to learn. The brain is not like a muscle, at least not in any straightforward sense. It is something else altogether, sensitive to mood, to timing, to circadian rhythms, as well as to location and environment. It doesn't take orders well, to put it mildly. If the brain is a learning machine, then it is an eccentric one. In *How We Learn*, Benedict Carey shows us how to exploit its quirks to our advantage.

"A magnificent gift to those of us who love someone who has a mental illness... Earley has used his considerable skills to meticulously research why the mental health system is so profoundly broken."—Bebe Moore Campbell, author of *72 Hour Hold Former* Washington Post reporter Pete Earley had written extensively about the criminal justice system. But it was only when his own son—in the throes of a manic episode—broke into a neighbor's house that he learned what happens to mentally ill people who break a law. This is the Earley family's compelling story, a troubling look at bureaucratic apathy and the countless thousands who suffer confinement instead of care, brutal conditions instead of treatment, in the "revolving doors" between hospital and jail. With mass deinstitutionalization, large numbers of state mental patients are homeless or in jail—an experience little better than the horrors of a century ago. Earley takes us directly into that experience—and into that of a father and award-winning journalist trying to fight for a better way.

WHAT MEN WANT. WHAT MEN FEEL. WHAT WOMEN NEED TO KNOW. When Dr. Brandy Engler opened her sex therapy practice for women in Manhattan, she got a big surprise. Most of the calls were from men. They wanted to talk about womanizing, porn addiction, impotence, prostitutes—and most of all, love. Her patients were everyday guys from all walks of life. Among them were David, the Wall Street hotshot and compulsive womanizer; Charles, an introvert who kept pushing away the fiancée he thought was too beautiful for him; Paul, the self-made man who visited massage parlors despite his sexy wife; and the men's group whose stark revelations about male anger and their search for the right woman will open your eyes. In *The Men on My Couch*, Dr. Engler allows readers inside those private sessions to witness her exciting and evocative encounters with what men desire and fear. Dr. Engler tells her own story, too. At first her patients' revelations are painful and disconcerting, especially against the backdrop of her own difficult love affair. Yet Dr. Engler lets readers experience how she evolves both professionally and personally, from chagrin to compassion, and reconciles her idealized notions of love and sex with the unexpected and raw truths she hears in the office. *The Men on My Couch* is unlike books you've read before. There are no tired facile conclusions or pejorative generalizations. Here are fresh insights into modern sexual maladies, gleaned from real people having real struggles and experiencing real epiphanies—in the real world. This book will change how both women and men think about love, sex, and desire.

After his father died on 9/11 in the World Trade Center, nine-year-old Matthew John Bocchi began an obsessive quest to find out exactly how he died. He researched video tapes, pictures, blogs, anything that could potentially answer the question looming in his mind: was his father one of the jumpers? In the first memoir told by a child of 9/11, Matt intimately delves into the psychological and emotional torment that ensued after his father's death. With heartbreaking vulnerability, he details how his incessant quest resulted in a devastating act of violence that stripped his innocence as a young man. As Matt spirals down a bottomless pit of drug abuse, he willfully risks his life in search of the next high—all in an attempt to forget his past. Now at twenty-eight years old and sober, he recounts his unique story—one full of heartbreak and despair, grief and uncertainty, but most importantly, happiness and hope. The lesson he teaches us is clear but intricate: No matter how far you fall, you can always rise again. No matter how far you stray, you can always find your way home. And no matter how wide you sway, you can always pick up the pieces and stand tall.

The Forces Behind How We Fully Engage With People, Work, and Everything We Do

How Your Unconscious Mind Rules Your Behavior

The Men on My Couch

The Divided Mind

Simplexity

The Power of Eye Contact

Screw the Zoo

In a hilarious and often poignant debut YA novel, Jesse Alderman—or "Sway," as he's known—avoids emotional connection at all costs, but he's ultimately forced to open his heart when he meets the girl of his dreams.

The ancient Greeks discovered them, but it wasn't until the nineteenth century that irrational numbers were properly understood and rigorously defined, and even today not all their mysteries have been revealed. In *The Irrationals*, the first popular and comprehensive book on the subject, Julian Havil tells the story of irrational numbers and the mathematicians who have tackled their challenges, from antiquity to the twenty-first century. Along the way, he explains why irrational numbers are surprisingly difficult to define—and why so many questions still surround them. Fascinating and illuminating, this is a book for everyone who loves math and the history behind it.

Draws on psychological and sociological sources to explore the seemingly magical experiences of engagement that can occur when people connect with one another, sharing stories about individuals who have had life-changing moments of positive shared focus.

Why are we more likely to fall in love when we feel in danger? Why would an experienced pilot disregard his training and the rules

of the aviation industry, leading to the deadliest airline crash in history? Why do we find it near-impossible to re-evaluate our first impressions of a person or situation, even when the evidence shows we were wrong? Discover the answers in Sway. We all believe we are rational beings, yet the truth is that we're much more prone to irrational behaviour than we realise or like to admit. In this compelling book, Ori and Rom Brafman reveal why. Looking at irrational behaviour in fields as diverse as medicine, archaeology and the legal system, they chart the psychological undercurrents that influence even our most basic decisions. In doing so they draw on the latest research in social psychology and behavioural economics to reveal the irresistible forces that sway us all. Sway is a fascinating insight into the way we all behave and will change the way you view the world.

The Age Curve

The Paradox of Choice

The Starfish and the Spider

How to Profit from the Coming Demographic Storm

The Art of Thinking Clearly

The Rise

My Journey Through Madness

A much-praised memoir of living and surviving mental illness as well as "a stereotype-shattering look at a tenacious woman whose brain is her best friend and her worst enemy" (Time). Elyn R. Saks is an esteemed professor, lawyer, and psychiatrist and is the Orrin B. Evans Professor of Law, Psychology, Psychiatry, and the Behavioral Sciences at the University of Southern California Law School, yet she has suffered from schizophrenia for most of her life, and still has ongoing major episodes of the illness. The Center Cannot Hold is the eloquent, moving story of Elyn's life, from the first time that she heard voices speaking to her as a young teenager, to attempted suicides in college, through learning to live on her own as an adult in an often terrifying world. Saks discusses frankly the paranoia, the inability to tell imaginary fears from real ones, the voices in her head telling her to kill herself (and to harm others), as well as the incredibly difficult obstacles she overcame to become a highly respected professional. This beautifully written memoir is destined to become a classic in its genre.

"Effective business networking depends on effective eye contact." —Dr. Ivan Misner, author of Masters of Networking "The Power of Eye Contact is a must-read book if you want a lasting relationship—or want to deepen the one you're in." —Marie Forleo, author Make Every Man Want You "Both mysterious and rewarding, the text reveals the powerful secrets of using the eyes to connect with others." —Rom Brafman, co-author of Sway: The Irresistible Pull of Irrational Behavior The secret to success in business, love, and life is The Power of Eye Contact. Author Michael Ellsberg provides an authoritative and extensive guide to mastering a potent force that can change your life.

The Divided Mind is the crowning achievement of Dr. John E. Sarno's distinguished career as a groundbreaking medical pioneer, going beyond pain to address the entire spectrum of psychosomatic (mindbody) disorders. The interaction between the generally reasonable, rational, ethical, moral conscious mind and the repressed feelings of emotional pain, hurt, sadness, and anger characteristic of the unconscious mind appears to be the basis for mindbody disorders. The Divided Mind traces the history of psychosomatic medicine, including Freud's crucial role, and describes the psychology responsible for the broad range of psychosomatic illness. The failure of medicine's practitioners to recognize and appropriately treat mindbody disorders has produced public health and economic problems of major proportions in the United States. One of the most important aspects of psychosomatic phenomena is that knowledge and awareness of the process clearly have healing powers. Thousands of people have become pain-free simply by reading Dr. Sarno's previous books. How and why this happens is a fascinating story, and is revealed in The Divided Mind.

From celebrated art historian, curator, and teacher Sarah Lewis, a fascinating examination of how our most iconic creative endeavors—from innovation to the arts—are not achievements but conversions, corrections after failed attempts. The gift of failure is a riddle: it will always be both the void and the start of infinite possibility. The Rise—part investigation into a psychological mystery, part an argument about creativity and art, and part a soulful celebration of the determination and courage of the human spirit—makes the case that many of the world's greatest achievements have come from understanding the central importance of failure. Written over the course of four years, this exquisite biography of an idea is about the improbable foundations of a creative human endeavor. Each chapter focuses on the inestimable value of often ignored ideas—the power of surrender, how play is essential for innovation, the "near win" can help propel you on the road to mastery, the importance of grit and creative practice. The Rise shares narratives about figures past and present that range from choreographers, writers, painters, inventors, and entrepreneurs; Frederick Douglass, Samuel F.B. Morse, Diane Arbus, and J.K. Rowling, for example, feature alongside choreographer Paul Taylor, Nobel Prize-winning physicists Andre Geim and Konstantin Novoselov, and Arctic explorer Ben Saunders. With valuable lessons for pedagogy and parenting, for innovation and discovery, and for self-direction and creativity, The Rise "gives the old chestnut 'If at first you don't succeed...' a jolt of adrenaline" (Elle).

Snoop

A Neuroscientist Reveals How to Think Differently

What Our Words Say About Us

The Epidemic of Mindbody Disorders

A Story of the Numbers You Can't Count On

The Art Of Seduction

Succeeding When You're Supposed to Fail

"NON-FICTION -- Full of colorful characters and the fascinating wheeling and dealings of the pawn shop Rick Harrison owns and runs with his father and his son, UNTITLED is a tie-in to Pawn Stars, one of the most popular shows on a cable. It will take readers behind the scenes of Harrison's family-run pawn shop and bring its lovable cast to vivid life on the page. But it will also present Harrison's amazing personal story. While he registered a near-200 IQ at an early age, Rick developed a similarly uncanny ability to find ever-deepening trouble that nearly ruined his life. Yet the birth of his son and a reconnection with his father would bring Harrison peace at a time of desperation and, together, they would build the booming business where The Antiques Road Show meets American Chopper and millions of viewers--and potential readers--find they cannot get enough"--

How the brains of psychopaths and heroes show that humans are wired to be good At fourteen, Amber could boast of killing her guinea pig, threatening to burn down her home, and seducing men in exchange for gifts. She used the tools she had available to get what she wanted, like all children. But unlike other children, she didn't care about the damage she inflicted. A few miles away, Lenny Skutnik cared so much about others that he jumped into an ice-cold river to save a drowning woman. What is responsible for the extremes of generosity and cruelty humans are capable of? By putting

psychopathic children and extreme altruists in an fMRI, acclaimed psychologist Abigail Marsh found that the answer lies in how our brain responds to others' fear. While the brain's amygdala makes most of us hardwired for good, its variations can explain heroic and psychopathic behavior. A path-breaking read, *The Fear Factor* is essential for anyone seeking to understand the heights and depths of human nature. "A riveting ride through your own brain."--Adam Grant "You would not be able to put it down."--Daniel Gilbert, New York Times bestselling author of *Stumbling on Happiness* "[It] reads like a thriller... One of the most mind-opening books I have read in years." --Matthieu Ricard, Author of *Altruism*

"Join Mark Drolsbaugh in his fascinating journey from hearing toddler...to hard of hearing child...to deaf adolescent...and ultimately, to culturally deaf adult. The struggle to find one's place in the deaf community is challenging, as Mark finds out, yet there is one interesting twist: both his parents are also deaf. Even though the deaf community has always been there for him, right under his nose, Drolsbaugh takes the unbeaten path and goes on a zany, lifelong search... to become Deaf Again."--

The author of the highly successful book *The Dancing Healers* draws on the cultural rituals and traditions of Native Americans to illustrate the mind/body connection to spiritual healing.

A Father's Search Through America's Mental Health Madness

Radical Inclusion

Subliminal

The Unstoppable Power of Leaderless Organizations

Deals, Steals, and My Life at the Gold & Silver

Theft of the Spirit

The Fear Factor

Explores the ongoing psychological forces that sabotage rational behavior in our personal and business lives, revealing how such factors as loss aversion, commitment, and the diagnosis bias distort logical thought.

The Higher Reality of Business The health of business is inextricably linked with the health of humanity and nature. But our current approaches to leadership treat business as entirely separate—and the result has been recurring economic, environmental, and human crises. In this extraordinary book, Ram Nidumolu uses evocative parables and stories from the ancient Indian wisdom texts, the Upanishads, to introduce Being-centered leadership. This new kind of leadership is anchored in the concept of Being, the fundamental reality that underlies all phenomena. Being-centered leaders are guided by an innate sense of interconnection—the good of the whole becomes an integral part of their decisions and actions. Using the experiences of over twenty trailblazing CEOs, as well as those from his own life, Nidumolu describes a four-stage road map every aspiring leader can use to reconnect business to the wider world—to the benefit of all.

*A twisty story about love, loss, and lies, this contemporary oceanside adventure is tinged with a touch of dark magic as it follows seventeen-year-old Wendy Darling on a search for her missing surfer brothers. Wendy's journey leads her to a mysterious hidden cove inhabited by a tribe of young renegade surfers, most of them runaways like her brothers. Wendy is instantly drawn to the cove's charismatic leader, Pete, but her search also points her toward his nemesis, the drug-dealing Jas. Enigmatic, dangerous, and handsome, Jas pulls Wendy in even as she's falling hard for Pete. A radical reinvention of J. M. Barrie's classic tale, *Second Star* is an irresistible summer romance about two young men who have yet to grow up—and the troubled beauty trapped between them.*