

The Cult Of Personality Testing How Personality Tests Are Leading Us To Miseducate Our Children M

In this rich and illuminating book, the Pulitzer Prize-winning, bestselling author Robert Coles creates a portrait of moral leadership--what it is, and how it is achieved--through stories of people who have led and inspired him: Robert Kennedy, Dorothy Day, Dietrich Bonhoeffer, Erik Erikson, a Boston bus driver, teachers in college, medical school, and elementary school, among others. Coles tells how to be a moral leader and shows how the intervention of one person can change the course of history, as well as influence the day-to-day quality of life in our homes, schools, communities, and nation. We need to "hand one another along" in life, says Coles, quoting his friend Walker Percy, and in Lives of Moral Leadership he explores how each of us can be engaged in a continual and mutual life-giving process of personal and national leadership development. Coles discusses how the actions of the American president affect the way people feel about themselves and the country, and-citing the influence of Shakespeare's Henry V on Robert Kennedy, and of Tolstoy's Anna Karenina on his own mother--explains how reading literature can motivate action and growth. The way in which moral leaders emerge today, and for all time, comes vividly to light in this brilliant book by one of America's finest teachers and writers.

A revealing "personality profile" self-test and Littauer's insightful advice help readers better understand themselves and others. A best-seller.

A SPECTATOR BOOK OF THE YEAR 'History that reads like biography that reads like a novel - a fluid narrative that defies expectations and plays against type' New York Times 'Brilliant and savage' Philip Hensher An unprecedented history of the personality test conceived a century ago by a mother and her daughter - fiction writers with no formal training in psychology - and how it insinuated itself into our boardrooms, classrooms, and beyond. The Myers-Briggs Type Indicator is the most popular personality test in the world. It has been harnessed by Fortune 100 companies, universities, hospitals, churches, and the military. Its language - of extraversion vs. introversion, thinking vs. feeling - has inspired online dating platforms and BuzzFeed quizzes alike. And yet despite the test's widespread adoption, experts in the field of psychometric testing, a \$500 million industry, struggle to account for its success - no less validate its results. How did the Myers-Briggs insinuate itself into our jobs, our relationships, our internet, our lives? First conceived in the 1920s by the mother-daughter team of Katherine Briggs and Isabel Briggs Myers, a pair of aspiring novelists and devoted homemakers, the Myers-Briggs was designed to bring the gospel of Carl Jung to the masses. But it would take on a life of its own, reaching from the smoke-filled boardrooms of mid-century New York to Berkeley, California, where it was honed against some of the 20th century's greatest creative minds. It would travel across the world to London, Zurich, Cape Town,

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Melbourne, and Tokyo; to elementary schools, nunneries, wellness retreats, and the closed-door corporate training sessions of today. Drawing from original reporting and never-before-published documents, *What's Your Type?* examines nothing less than the definition of the self - our attempts to grasp, categorise and quantify our personalities. Surprising and absorbing, the book, like the test at its heart, considers the timeless question: What makes you you? Employee selection has long stood at the practical forefront of industrial/organizational psychology. Today's social, business, and economic climates require ongoing adaptations by those who select organizations' personnel, and research on the topic helps gauge the impact of these adaptations and their implications for human performance and potential. The *Oxford Handbook of Personnel Assessment and Selection* codifies the wealth of new research surrounding employee selection (web-based assessments, social networking, globalization of organizations), situating them alongside more traditional practices to establish the best and most relevant research for both professionals and academics. Comprising chapters from authors in both the private sector and academia, this volume is organized into seven parts: (1) historical and social context of the field of assessment and selection; (2) research strategies; (3) individual difference constructs that underlie effective performance; (4) measures of predictor constructs; (5) employee performance and outcome assessment; (6) societal and organizational constraints on selection practice; and (7) implementation and sustainability of selection systems. While providing a comprehensive review of current research and practice, the purpose of this handbook is to provide an up-to-date profile of each of the areas addressed and highlight current questions that deserve additional attention from researchers and practitioners. This compendium is essential reading for industrial/organizational psychologists and human resource managers.

Organized Miracles

Paraliterary

The Spiritual Life of Children

Secrets and Lies in a Silicon Valley Startup

On the Art and Politics of Radical Publishing

Psychological Testing and Assessment

The Problem of Democracy

Paul presents an in-depth examination of how personalities are formed by biological, social, and emotional factors.

As this bestseller predicted, Trump has only grown more erratic and dangerous as the pressures on him mount. This new edition includes new essays bringing the book up to date—because this is still not normal. Originally released in fall 2017, *The Dangerous Case of Donald Trump* was a runaway bestseller. Alarmed Americans and international onlookers wanted to know: What is wrong with him? That question still plagues us. The Trump administration has proven as chaotic

and destructive as its opponents feared, and the man at the center of it all remains a cipher. Constrained by the APA's "Goldwater rule," which inhibits mental health professionals from diagnosing public figures they have not personally examined, many of those qualified to weigh in on the issue have shied away from discussing it at all. The public has thus been left to wonder whether he is mad, bad, or both. The prestigious mental health experts who have contributed to the revised and updated version of *The Dangerous Case of Donald Trump* argue that their moral and civic "duty to warn" supersedes professional neutrality. Whatever affects him, affects the nation: From the trauma people have experienced under the Trump administration to the cult-like characteristics of his followers, he has created unprecedented mental health consequences across our nation and beyond. With eight new essays (about one hundred pages of new material), this edition will cover the dangerous ramifications of Trump's unnatural state. It's not all in our heads. It's in his.

The basis for the new HBO Max documentary, *Persona* *A New York Times Critics' Best Book of 2018* *An Economist Best Book of 2018* *A Spectator Best Book of 2018* *A Mental Floss Best Book of 2018* An unprecedented history of the personality test conceived a century ago by a mother and her daughter--fiction writers with no formal training in psychology--and how it insinuated itself into our boardrooms, classrooms, and beyond *The Myers-Briggs Type Indicator* is the most popular personality test in the world. It is used regularly by Fortune 500 companies, universities, hospitals, churches, and the military. Its language of personality types--extraversion and introversion, sensing and intuiting, thinking and feeling, judging and perceiving--has inspired television shows, online dating platforms, and BuzzFeed quizzes. Yet despite the test's widespread adoption, experts in the field of psychometric testing, a \$2 billion industry, have struggled to validate its results--no less account for its success. How did Myers-Briggs, a homegrown multiple choice questionnaire, infiltrate our workplaces, our relationships, our Internet, our lives? First conceived in the 1920s by the mother-daughter team of Katherine Briggs and Isabel Briggs Myers, a pair of devoted homemakers, novelists, and amateur psychoanalysts, Myers-Briggs was designed to bring the gospel of Carl Jung to the masses. But it would take on a life entirely its own, reaching from the smoke-filled boardrooms of

mid-century New York to Berkeley, California, where it was administered to some of the twentieth century's greatest creative minds. It would travel across the world to London, Zurich, Cape Town, Melbourne, and Tokyo, until it could be found just as easily in elementary schools, nunneries, and wellness retreats as in shadowy political consultancies and on social networks. Drawing from original reporting and never-before-published documents, The Personality Brokers takes a critical look at the personality indicator that became a cultural icon. Along the way it examines nothing less than the definition of the self--our attempts to grasp, categorize, and quantify our personalities. Surprising and absorbing, the book, like the test at its heart, considers the timeless question: What makes you, you?

Award-winning psychology writer Annie Paul delivers a scathing exposé on the history and effects of personality tests. Millions of people worldwide take personality tests each year to direct their education, to decide on a career, to determine if they'll be hired, to join the armed forces, and to settle legal disputes. Yet, according to award-winning psychology writer Annie Murphy Paul, the sheer number of tests administered obscures a simple fact: they don't work. Most personality tests are seriously flawed, and sometimes unequivocally wrong. They fail the field's own standards of validity and reliability. They ask intrusive questions. They produce descriptions of people that are nothing like human beings as they actually are: complicated, contradictory, changeable across time and place. The Cult Of Personality Testing documents, for the first time, the disturbing consequences of these tests. Children are being labeled in limiting ways. Businesses and the government are wasting hundreds of millions of dollars every year, only to make ill-informed decisions about hiring and firing. Job seekers are having their privacy invaded and their rights trampled, and our judicial system is being undermined by faulty evidence. Paul's eye-opening chronicle reveals the fascinating history behind a lucrative and largely unregulated business. Captivating, insightful, and sometimes shocking, The Cult Of Personality Testing offers an exhilarating trip into the human mind and heart.

Bad Blood

Men and Women Who Have Made a Difference

How Personality Tests Are Leading Us to Miseducate Our Children, Mismanage Our Companies, and Misunderstand

Ourselves

Inkblot Personality Test

Dialogues on Business in the Knowledge Economy

The Normal Personality

Questionnaire

"Psychological tests and other tools of assessment may differ with respect to a number of variables, such as content, format, administration procedures, scoring and interpretation procedures, and technical quality. The content (subject matter) of the test will, of course, vary with the focus of the particular test. But even two psychological tests purporting to measure the same thing—for example, personality—may differ widely in item content. This is so because two test developers might have entirely different views regarding what is important in measuring "personality"; different test developers employ different definitions of "personality." Additionally, different test developers come to the test development process with different theoretical orientations"--

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!

The definitive refutation to the argument of The Bell Curve. When published in 1981, The Mismeasure of Man was immediately hailed as a masterwork, the ringing answer to those who would classify people, rank them according to their supposed genetic gifts and limits. And yet the

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idea of innate limits—of biology as destiny—dies hard, as witness the attention devoted to *The Bell Curve*, whose arguments are here so effectively anticipated and thoroughly undermined by Stephen Jay Gould. In this edition Dr. Gould has written a substantial new introduction telling how and why he wrote the book and tracing the subsequent history of the controversy on innateness right through *The Bell Curve*. Further, he has added five essays on questions of *The Bell Curve* in particular and on race, racism, and biological determinism in general. These additions strengthen the book's claim to be, as Leo J. Kamin of Princeton University has said, "a major contribution toward deflating pseudo-biological 'explanations' of our present social woes."

This is the first major text designed to help professionals and students evaluate the merits of popular yet controversial practices in clinical psychology, differentiating those that can stand up to the rigors of science from those that cannot. Leading researchers review widely used therapies for alcoholism, infantile autism, ADHD, and posttraumatic stress disorder; herbal remedies for depression and anxiety; suggestive techniques for memory recovery; and self-help models. Other topics covered include issues surrounding psychological expert testimony, the uses of projective assessment techniques, and unanswered questions about dissociative identity disorder. Providing knowledge to guide truly accountable mental health practice, the volume also imparts critical skills for designing and evaluating psychological research programs. It is ideal for use in advanced undergraduate- and graduate-level courses in clinical psychology, psychotherapy, and evidence-based practice.

How Our Broken Education System Perpetuates Social Injustice

The Presidents Adams Confront the Cult of Personality

The Extended Mind

The Cult of Smart

Origins

The Soul of Enterprise

What's Wrong With The Rorschach

For fans of Elinor Oliphant *Is Completely Fine* and *Severance*: an offbeat, wryly funny debut novel that follows an eccentric product engineer who works for a hip furniture company where sweeping corporate change lands her under the purview of a startlingly charismatic boss who seems determined to get close to her at all costs . . .

A look at faith through the voices of children from varied religious backgrounds, by the Pulitzer-winning author of *The Moral Intelligence of Children*. A *New York Times* Notable Book What do children think about when they consider God, Heaven and Hell, the value of life in the here and now, and the inevitability of death? Child psychiatrist, Pulitzer Prize-winning writer, and Harvard professor Robert Coles spent thirty years interviewing hundreds of children—from South America and Europe to Africa and the Middle East—who are developing concepts of faith even as they struggle to understand its contradictions. Be they Catholic or Protestant, Jewish children from Boston, Pakistani children in London, agnostics, Native Americans, or young Christians in the American South, they offer honest, enlightening and sometimes startling ideas

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of a spiritual existence. A Hopi girl who knows for a fact that we are resurrected as birds; an African American child who believes God exists as a hurricane to "blow away" drug dealers; a young Christian who needs his faith to cope with the death of his sister, lest she be just "a big heartache to us till the day we die"; and a Tennessee child who rationalizes his belief by admitting that "if there's no God, that's all there is, ashes." The *Spiritual Life of Children* is "a remarkable book. The generosity of vision that characterizes Dr. Coles's enterprise enables him to create a climate where words of great beauty and truthfulness can be spoken." —The New York Times

This book tells the surprising and disturbing story of the tests that claim to capture human nature. It goes behind the scenes to discover how personality tests are used in America's companies, its courts, its schools, and in organizations from churches to community centers to dating services. It exposes the serious flaws of personality tests, explaining why their results are often invalid, unreliable, and unfair.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

How to Research, Analyze, and Report on Emerging Technologies

A Study of a Contemporary, Youth, Communal, Fundamentalist Organization

Discover Your Highest Value Through the Science of Fascination

Anti-Book

The Strange History of Myers-Briggs and the Birth of Personality Testing

Embracing Your Higher Purpose

The Gene Keys

Leading scholars respond to the famous proposition by Andy Clark and David Chalmers that cognition and mind are not located exclusively in the head.

Literature departments are staffed by, and tend to be focused on turning out, "good" readers—attentive to nuance, aware of history, interested in literary texts as self-contained works. But the vast majority of readers are, to use Merve Emre's tongue-in-cheek term, "bad" readers. They read fiction and poetry to be moved, distracted, instructed, improved, engaged as citizens. How should we think about those readers, and what should we make of the structures, well outside the academy, that generate them? We should, Emre argues, think of such readers not as non-literary but as paraliterary—thriving outside the institutions we take as central to the literary world. She traces this phenomenon to the postwar period, when literature played a key role in the rise of American power. At the same time as American universities were producing good readers by the hundreds, many

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more thousands of bad readers were learning elsewhere to be disciplined public communicators, whether in diplomatic and ambassadorial missions, private and public cultural exchange programs, multinational corporations, or global activist groups. As we grapple with literature's diminished role in the public sphere, Paraliterary suggests a new way to think about literature, its audience, and its potential, one that looks at the civic institutions that have long engaged readers ignored by the academy.

The author of *Who Am I?* shows how human beings are naturally intolerant of people who express values significantly different from their own, in a study that describes new, powerful methods of assessing and predicting motivational behavior in natural environments. 15,000 first printing.

A tale set in the near-future world of *The Affinities* finds young Adam Fisk accepted into an elite social media group, which is preparing to go to war with corrupt rival groups. By the Hugo Award-winning author of *Spin*.

Unmaking the Public University

Personality Plus

The Oxford Handbook of Personnel Assessment and Selection

Rhetoric and Ritual in China's Cultural Revolution

The Mismeasure of Man (Revised and Expanded)

The Personality Brokers

An Introduction to Tests and Measurement

Thought-provoking and accessible in approach, this updated and expanded second edition of the The Cult of Personality Testing provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

*An essential American dream—equal access to higher education—was becoming a reality with the GI Bill and civil rights movements after World War II. But this vital American promise has been broken. Christopher Newfield argues that the financial and political crises of public universities are not the result of economic downturns or of ultimately valuable restructuring, but of a conservative campaign to end public education's democratizing influence on American society. *Unmaking the Public University* is the story of how conservatives have maligned and restructured public universities, deceiving the public to serve their own ends. It is a deep and revealing analysis that is long overdue. Newfield carefully describes how this campaign operated, using extensive research into public university archives. He launches the story with the expansive vision of an equitable and creative America that emerged from the post-war boom in college access, and traces the gradual emergence of the anti-egalitarian "corporate university," practices that ranged from racial*

policies to research budgeting. Newfield shows that the culture wars have actually been an economic war that a conservative coalition in business, government, and academia have waged on that economically necessary but often independent group, the college-educated middle class. Newfield's research exposes the crucial fact that the culture wars have functioned as a kind of neutron bomb, one that pulverizes the social and culture claims of college grads while leaving their technical expertise untouched. Unmaking the Public University incisively sets the record straight, describing a forty-year economic war waged on the college-educated public, and awakening us to a vision of social development shared by scientists and humanists alike.

Sally Hogshead believes the greatest value you can add is to become more of yourself. Hogshead rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of career, including almost every major international advertising award. She frequently appears in national media including NBC's Today Show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence. Her advertising work hangs in the Smithsonian Museum of American History. The science of fascination is based on Hogshead's decade of research with 250,000 participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

NATIONAL BESTSELLER • The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes's worth at an estimated \$4.5 billion. There was just one problem: The technology didn't work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

New Perspectives on Faking in Personality Assessment

Explaining the Future

Why Some People are Manipulative, Self-Entitled, Materialistic, and Exploitive—And Why It Matters for Everyone

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

How the Nine Months Before Birth Shape the Rest of Our Lives

Science Confronts the Controversial Inkblot Test

The Making of Bad Readers in Postwar America

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The book begins by introducing the reader to a fantastic possibility - that humanity may be on the verge of a major shift in consciousness rooted in a new understanding of how our DNA operates - namely that it is programmed directly by the way we think and feel. This is a highly ambitious and sophisticated system for shaping one's destiny. Based around 64 archetypes, it resembles the I Ching in its vast scope and profound importance, and in the resonant character of its symbolism. The author shows how there are two ways to approach the Gene Keys - the analogue (holistic) way and the digital (detailed) way. It is the combining of both analogue and digital that results in contemplation - the primary pathway into the Gene Keys. Since our beliefs shape our genes, when we change our beliefs, we change the chemistry of our body. The Gene Keys are an inner language whose central purpose is to transform our core beliefs about ourselves, thus raising our lives onto a new level of awareness. The book works alongside state-of-the-art online profiling software. This software will provide instantaneous free profiles known as 'Hologenic Profiles', which uses astrological data (time, date and place of birth) to generate a unique sequence of Gene Keys that relate to many aspects of your life, including the underlying genetic patterns governing your relationships, your finances, your health and your life purpose. As the reader contemplates the 64 Gene Keys over time and applies their insights in his or her own life, so one's belief system will begin to change and our DNA will actually start to transform the way we think and feel.

The Cult of Personality Testing How Personality Tests Are Leading Us to Miseducate Our Children, Mismanage Our Companies, and Misunderstand Ourselves Free Press

Since its creation more than eighty years ago, the famous Rorschach inkblot test has become an icon of clinical psychology and popular culture. Administered over one million times world-wide each year, the Rorschach is used to assess personality and mental illness across a wide range of circumstances: child custody disputes, educational placement decisions, employment and termination proceedings, parole determinations, and even investigations of child abuse allegations. The test's enormous power shapes the lives of hundreds of thousands of people -- often without their knowledge. In the 1970s, this notoriously subjective test was supposedly systematized and improved. But is the Rorschach more than a modern variant on tea leaf reading? *What's Wrong With the Rorschach?* challenges the validity and utility of the Rorschach and explains why psychologists continue to judge people by their reactions to ink blots, in spite of a half century of largely negative scientific evidence. *What's Wrong With the Rorschach?* offers a provocative critique of one of the most widely applied and influential - and still intensely controversial - psychological tests in the world today. Surveying more than fifty years of clinical and scholarly research, the authors provide compelling scientific evidence that the Rorschach has relatively little value for diagnosing mental illness, assessing personality, predicting behavior, or uncovering sexual abuse or other trauma. In this highly engaging,

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novelistic account of the Rorschach's origins and history, the authors detail the wealth of scientific evidence that the test is of questionable utility for real-world decision making. What's Wrong With the Rorschach? presents a powerfully reasoned case against using the test in the courtroom or consulting room - and reveals the strong psychological, economic, and political forces that continue to support the Rorschach despite the research that has exposed its shortcomings and dangers.

Named one of Vulture's Top 10 Best Books of 2020! Leftist firebrand Fredrik deBoer exposes the lie at the heart of our educational system and demands top-to-bottom reform. Everyone agrees that education is the key to creating a more just and equal world, and that our schools are broken and failing. Proposed reforms variously target incompetent teachers, corrupt union practices, or outdated curricula, but no one acknowledges a scientifically-proven fact that we all understand intuitively: Academic potential varies between individuals, and cannot be dramatically improved. In *The Cult of Smart*, educator and outspoken leftist Fredrik deBoer exposes this omission as the central flaw of our entire society, which has created and perpetuated an unjust class structure based on intellectual ability. Since cognitive talent varies from person to person, our education system can never create equal opportunity for all. Instead, it teaches our children that hierarchy and competition are natural, and that human value should be based on intelligence. These ideas are counter to everything that the left believes, but until they acknowledge the existence of individual cognitive differences, progressives remain complicit in keeping the status quo in place. This passionate, voice-driven manifesto demands that we embrace a new goal for education: equality of outcomes. We must create a world that has a place for everyone, not just the academically talented. But we'll never achieve this dream until the *Cult of Smart* is destroyed.

A New Way of Thinking about People

The Dangerous Case of Donald Trump

The H Factor of Personality

WeWork, Adam Neumann, and the Great Startup Delusion

How Personality Tests are Leading Us to Miseducate Our Children, Mismanage Our Companies, and Misunderstand Ourselves

How the World Sees You

The Cult of Trump

Object Lessons is a series of short, beautifully designed books about the hidden lives of ordinary things. Questionnaires are everywhere: we fill them out at doctors' offices and at job interviews, to express ourselves and to advance knowledge, to find love and to kill time. But where did they come from, and why have they proliferated? Evan Kindley's *Questionnaire* investigates the history of "the form as form," from the Victorian confession album to the BuzzFeed quiz. By asking questions about the questions we ask ourselves, Kindley uncovers surprising connections between literature and science, psychology and business, and journalism and surveillance. *Object Lessons* is published in partnership with an essay series in *The Atlantic*.

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The world's economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According to The World Bank, 80% of the developed world's wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: "Like a chrysalis, we're emerging from the economy of the Industrial Revolution - an economy confined and limited by the Earth's physical resources - into, as one economist titled his book, "the economy in mind," in which there are no bounds on human imagination and the freedom to create is the most precious natural resource." Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy, by revealing: The physical fallacy - why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds The best learning tool ever invented: After Action Reviews Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers The fact that effectiveness always and everywhere trumps efficiency The First Law of Pricing: All value is subjective The Second Law of Pricing: All prices are contextual The Morality of Markets: Doing well and doing good Why your organization - and you - need to be driven by a higher purpose than profit The Soul of Enterprise will inspire and challenge readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."

The "H" in the H factor stands for "Honesty-Humility," one of the six basic dimensions of the human personality. People who have high levels of H are sincere and modest; people who have low levels are deceitful and pretentious. It isn't intuitively obvious that traits of honesty and humility go hand in hand, and until very recently the H factor hadn't been recognized as a basic dimension of personality. But scientific evidence shows that traits of honesty and humility form a unified group of personality traits, separate from those of the other five groups identified several decades ago. This book, written by the discoverers of the H factor, explores the scientific findings that show the importance of this personality dimension in various aspects of people's lives: their approaches to money, power, and sex; their inclination to commit crimes or obey the law; their attitudes about society, politics, and religion; and their choice of friends and spouse. Finally, the book provides ways of identifying people who are low in the H factor, as well as advice on how to raise one's own level of H.

A masterful and eye-opening examination of Trump and the coercive control tactics he uses to build a fanatical devotion in his supporters written by "an authority on breaking away from cults...an argument that...bears consideration as the next election cycle heats up" (Kirkus Reviews). Since the 2016 election, Donald Trump's behavior has become both more disturbing and yet increasingly familiar. He relies on phrases like, "fake news," "build the wall," and continues to spread the divisive mentality of us-vs.-them. He lies constantly, has no conscience, never admits when he is wrong, and projects all of his shortcomings on to others. He has become more authoritarian, more outrageous, and yet many of his followers remain blindly devoted. Scott Adams, the creator of Dilbert and a major Trump supporter, calls him one of the most persuasive people living. His need to squash alternate information and his insistence of constant ego stroking are all characteristics of other famous leaders—cult leaders. In The Cult of Trump, mind control

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and licensed mental health expert Steven Hassan draws parallels between our current president and people like Jim Jones, David Koresh, Ron Hubbard, and Sun Myung Moon, arguing that this presidency is in many ways like a destructive cult. He specifically details the ways in which people are influenced through an array of social psychology methods and how they become fiercely loyal and obedient. Hassan was a former “Moonie” himself, and he presents a “thoughtful and well-researched analysis of some of the most puzzling aspects of the current presidency, including the remarkable passivity of fellow Republicans [and] the gross pandering of many members of the press” (Thomas G. Gutheil, MD and professor of psychiatry, Harvard Medical School). *The Cult of Trump* is an accessible and in-depth analysis of the president, showing that under the right circumstances, even sane, rational, well-adjusted people can be persuaded to believe the most outrageous ideas. “This book is a must for anyone who wants to understand the current political climate” (Judith Stevens-Long, PhD and author of *Living Well, Dying Well*).

The Cult of We

Mao Cult

The Forty-Year Assault on the Middle Class

A Leading Cult Expert Explains How the President Uses Mind Control

The Cult of Personality Testing

Understanding the Unconscious Mind

Lives of Moral Leadership

First authoritative and comprehensive study in the field of Inkblot Personality Test, this book describes the historical roots of the three major projective inkblot measures: the Rorschach, the Holtzman Inkblot Technique (HIT) and the Somatic Inkblot Series (SIS). It presents the extensive psychometric background work accompanying the normative data and diagnostic indicators along with indices for selecting executives in a business organization. The book begins with a detailed history of Hermann Rorschach and his early experiments with inkblots in the diagnosis of mentally ill patients. Special attention is given to the administration and scoring of the Rorschach, with the sections detailing the systems developed by Klopfer and Exner. The HIT and SIS are also reviewed in detail, emphasizing their psychometric qualities.

No, *Anti-Book* is not a book about books. Not exactly. And yet it is a must for anyone interested in the future of the book. Presenting what he terms “a communism of textual matter,” Nicholas Thoburn explores the encounter between political thought and experimental writing and publishing, shifting the politics of text from an exclusive concern with content and meaning to the media forms and social relations by which text is produced and consumed. Taking a “post-digital” approach in considering a wide array of textual media forms, Thoburn invites us to challenge the commodity form of books—to stop imagining books as transcendent intellectual, moral, and aesthetic goods unsullied by commerce. His critique is, instead, one immersed in the many materialities of text. *Anti-Book* engages with an array of writing and publishing projects, including Antonin Artaud’s paper gris-gris, Valerie Solanas’s SCUM Manifesto, Guy Debord’s sandpaper-bound *Mémoires*, the collective novelist Wu Ming, and the digital/print hybrid of *Mute* magazine. Empirically grounded, it is also a major achievement in expressing a political philosophy of writing and publishing, where the materiality of text is interlaced with conceptual production. Each chapter investigates a different form of textual media in concert with a particular concept: the small-press pamphlet as “communist object,” the magazine as “diagrammatic

publishing," political books in the modes of "root" and "rhizome," the "multiple single" of anonymous authorship, and myth as "unidentified narrative object." An absorbingly written contribution to contemporary media theory in all its manifestations, *Anti-Book* will enrich current debates about radical publishing, artists' books and other new genre and media forms in alternative media, art publishing, media studies, cultural studies, critical theory, and social and political theory.

Although many books have explored Mao's posthumous legacy, none has scrutinized the massive worship that was fostered around him during the Cultural Revolution. This book is the first to do so. By analyzing secret archival documents, Daniel Leese traces the history of the cult within the Communist Party and at the grassroots level. The party leadership's original intention was to develop a prominent brand symbol, which would compete with the nationalists' elevation of Chiang Kai-shek. However, they did not anticipate that Mao would use this symbolic power to mobilize Chinese youth to rebel against party bureaucracy itself. The result was anarchy and when the army was called in it relied on mandatory rituals of worship such as daily reading of the Little Red Book to restore order. Such fascinating detail sheds light not only on the personality cult of Mao, but also on hero-worship in other traditions.

"Excellent study which moves back and forth between theory and empirical observations. It looks at religious groups from several different theoretical positions as well as raises a number of significant issues about the conduct of field research." --Russell R. Dynes, American Sociological Association

What's Your Type?

The Affinities

Science and Pseudoscience in Clinical Psychology, First Edition

Surrounded by Idiots

The Very Nice Box

Employment Personality Tests Decoded

Contributors consider what it means to "fake" a personality assessment, why and how people try to obtain particular scores on personality tests, and what types of tests people can successfully manipulate. The authors present and discuss the usefulness of a range of traditional and cutting-edge methods for detecting and controlling the practice of faking. "Told with authority and style. . . Crisply summarizing the Adamses' legacy, the authors stress principle over partisanship."--The Wall Street Journal How the father and son presidents foresaw the rise of the cult of personality and fought those who sought to abuse the weaknesses inherent in our democracy. Until now, no one has properly dissected the intertwined lives of the second and sixth (father and son) presidents. John and John Quincy Adams were brilliant, prickly politicians and arguably the most independently minded among leaders of the founding generation. Distrustful of blind allegiance to a political party, they brought a healthy skepticism of a brand-new system of government to the country's first 50 years. They were unpopular for their fears of the potential for demagoguery lurking in democracy, and--in a twist that predicted the turn of twenty-first century politics--they warned against, but were unable to stop, the seductive appeal of political celebrities Thomas Jefferson and Andrew Jackson. In a bold recasting of the Adamses' historical roles, *The Problem of Democracy* is a major critique of the

ways in which their prophetic warnings have been systematically ignored over the centuries. It's also an intimate family drama that brings out the torment and personal hurt caused by the gritty conduct of early American politics. Burstein and Isenberg make sense of the presidents' somewhat iconoclastic, highly creative engagement with America's political and social realities. By taking the temperature of American democracy, from its heated origins through multiple upheavals, the authors reveal the dangers and weaknesses that have been present since the beginning. They provide a clear-eyed look at a decoy democracy that masks the reality of elite rule while remaining open, since the days of George Washington, to a very undemocratic result in the formation of a cult surrounding the person of an elected leader.

Will this new technology work to solve the problem its inventors claim it will? Is it likely to succeed? What is the right technical solution for a particular problem? Can we narrow down the options before we invest in development? How do we persuade our colleagues, investors, clients, or readers of our technical reasoning? Whether you're a researcher, a consultant, a venture capitalist, or a technology officer, you may need to be able to answer these questions systematically and with clarity. Most people learn these skills through years of experience. However, they are so basic to a high-level technical career that they should be made explicit and learned up front. Bains provides you with the tools you need to think through how to match new (and old) technologies, materials, and processes with applications. It starts with key questions to ask, goes through the resources you'll need to answer them, and helps you think through who is most (and least) likely to deserve your trust. Next, it talks you through analyzing the information you've gathered in a systematic way. The book includes chapters on audience (and how to tailor your explanation to them), how to make a persuasive and structured technical argument, and how to write this up in a way that is credible and easy to follow. Finally, the book includes a case study: a real worked example that goes from an idea through the twists and turns of the research and analysis process to a final report.

37 Psychiatrists and Mental Health Experts Assess a President - Updated and Expanded with New Essays