

Read Book The  
Road Less Stupid

# *The Road Less Stupid*

*In How to Have a  
Good Day,  
economist and  
former McKinsey  
partner Caroline  
Webb shows readers  
how to use recent  
findings from*

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*behavioral  
economics,  
psychology, and  
neuroscience to  
transform our  
approach to  
everyday working  
life. Advances in  
these behavioral  
sciences are giving  
us ever better  
understanding of*

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*how our brains work, why we make the choices we do, and what it takes for us to be smart and savvy. But it's not always been easy to see how to apply these insights in the workplace - until now. In How to Have a Good Day,*

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*Webb explains how three big scientific ideas can help us be at our best every day. She shows us exactly how to apply this science to our plans, tasks and conversations, in step-by-step guidance that allows us to: set better*

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*priorities; make the hours go further; turn every interaction into a success; strengthen our personal impact; be resilient in the face of setbacks; and sustain our energy over the course of the day. Webb teaches us how to be*

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*at our best under pressure, and gives us specific tools to tackle common work challenges - from conflict with colleagues, to dull meetings and packed inboxes. [Source : Editeur].*

*Go get the life you want. Be a*

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*Rhinoceros! There is something dangerous about this book. Something big. Something full of power, energy and force of will. It could be about you. You could become three tons of thick-skinned, snorting hard-charging*

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*rhinoceros. It is time  
to go get the life you  
want.*

*A Wall Street*

*Journal bestseller*

*From the author of*

*New Rules of*

*Marketing & PR, a*

*bold guide to*

*converting customer*

*passion into*

*marketing power.*



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*How do some brands attract word-of-mouth buzz and radical devotion around products as everyday as car insurance, b2b software, and underwear? They embody the most powerful marketing force in the world:*

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*die-hard fans. In this essential book, leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs,*

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*veteran business  
owners, startup  
founders, nonprofits,  
and companies big  
and small to  
pinpoint which  
practices separate  
organizations that  
flourish from those  
stuck in stagnation.  
They lay out a road  
map for converting*

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*customers' ardor into buying power, pulling one-of-a-kind examples from a wide range of organizations, including: · MeUndies, the subscription company that's revolutionizing underwear ·*

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*HeadCount, the  
nonprofit that  
registers voters at  
music concerts ·*

*Grain Surfboards,  
the board-building  
studio that willingly  
reveals its trade*

*secrets with  
customers · Hagerty,  
the classic-car  
insurance provider*

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*with over 600,000  
premier club  
members · HubSpot,  
the software  
company that draws  
25,000 attendees to  
its annual  
conference For  
anyone who seeks to  
harness the force of  
fandom to  
revolutionize his or*

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*her business,  
Fanocracy shows the  
way.*

*Explore questions  
that stimulate your  
mental fitness and  
teach you how to  
direct your internal  
narrative to work for  
you. Inspired by  
Socrates himself,  
Marc Champagne*

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*draws on his  
interviews with  
award-winning  
writers, designers,  
photographers,  
strategists,  
entrepreneurs,  
technologists,  
musicians, athletes,  
and more to provide  
inspiration and  
examples as to*



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*where and how  
pointed self-inquiry  
can help your health,  
happiness, and  
performance.*

*Readers are guided  
by powerful  
reflective questions  
that can be easily  
applied to daily life  
and work for  
incredible*

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*results. The prompts  
and mental fitness  
practices detailed  
throughout Personal  
Socrates are like  
having your very  
own mental fitness  
coach with you at all  
times-one who can  
be used to bring  
clarity,  
intentionality, and*

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*possibility to every  
aspect of your life.*

*The Road Less  
Traveled and  
Beyond*

*Personal Socrates  
Zero to \$100 Million  
in No Time Flat*

*The Shallows: What  
the Internet Is Doing  
to Our Brains*

*The Play of Daniel*

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*Keyes' Flowers for  
Algernon*

*Just Stupid!*

*Right Away & All at  
Once*

**The Heinemann  
Plays series  
offers  
contemporary  
drama and classic  
plays in durable  
classroom**

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***editions. Many have large casts and an equal mix of boy and girl parts. This play is a dramatization of Daniel Keyes's story about a retarded adult who desperately wants to be able to read and write.***  
***The Road Less***

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***StupidAdvice  
from the  
Chairman of the  
BoardKeys to the  
VaultLessons  
from the Pros on  
Raising Money  
and Igniting Your  
BusinessHow to  
Be Less Stupid  
About RaceOn  
Racism, White  
Supremacy, and***

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***the Racial  
Divide Beacon  
Press***

***The founder of  
the Foundation  
for Community  
Encouragement  
draws on his  
counseling  
experience to  
lead readers to  
the spiritual  
simplicity that***

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***lies on the other  
side of  
complexity and  
explains how to  
cope with the  
fears and  
shortcomings of  
life***

***"We need books  
like this one."***

***--Steven Pinker  
At last, stupidity  
explained! And***



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***by some of the  
world's smartest  
people, among  
them Daniel  
Kahneman, Dan  
Ariely, Alison  
Gopnik, Howard  
Gardner, Antonio  
Damasio, Aaron  
James, and Ryan  
Holiday. And so I  
proclaim, o idiots  
of every stripe***

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***and morons of all kinds, this is your moment of glory: this book speaks only to you. But you will not recognize yourselves...***

***Stupidity is all around us, from the coworker who won't stop hitting "reply all" to the***

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***former high school classmate posting conspiracy theories on Facebook. But in order to vanquish it, we must first understand it. In The Psychology of Stupidity, some of the world's leading***

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***psychologists and thinkers--including a Nobel Prize winner and bestselling authors--will show you... why smart people sometimes believe in utter nonsense; how our lazy brains cause us to make***

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***the wrong  
decisions; why  
trying to debate  
fools is a trap;  
how media  
manipulation and  
Internet  
overstimulation  
make us dumber;  
why the stupidest  
people don't  
think they're  
stupid. The***

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***wisdom and wit  
of these experts  
are a balm for  
our aggrieved  
souls and a  
beacon of hope in  
a world of  
morons.***

***The Secret to  
Charging Full  
Speed Toward  
Every  
Opportunity***

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***Where the Road  
Takes Me  
Keys to the Vault  
The Road Less  
Travelled  
Hire Smart from  
the Start  
The Psychology  
of Stupidity  
How to Break  
Through to the  
Next Level***

Whether you're

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thinking about starting a new business or growing an existing one, Ready, Fire, Aim has what you need to succeed in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson shares the knowledge he has gained from creating and expanding



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numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment.

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Let Me See Your  
Body Talk Jan  
Hargrave

AN INSTANT #1  
NEW YORK TIMES  
BESTSELLER

Beautiful World,  
Where Are You is a  
new novel by Sally  
Rooney, the  
bestselling author of  
Normal People and  
Conversations with  
Friends. Alice, a

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novelist, meets Felix, who works in a warehouse, and asks him if he'd like to travel to Rome with her. In Dublin, her best friend, Eileen, is getting over a break-up, and slips back into flirting with Simon, a man she has known since childhood. Alice, Felix, Eileen, and Simon are still

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young—but life is  
catching up with  
them. They desire  
each other, they  
delude each other,  
they get together,  
they break apart.  
They have sex, they  
worry about sex, they  
worry about their  
friendships and the  
world they live in. Are  
they standing in the  
last lighted room

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before the darkness,  
bearing witness to  
something? Will they  
find a way to believe  
in a beautiful world?  
Transform your ability  
to persuade and  
negotiate with this  
practical new  
resource In Persuade:  
The 4-Step Process  
to Influence People  
and Decisions,  
accomplished sales,

# Read Book The Road Less Stupid

negotiation, and  
influence experts  
Andres Lares, Jeff  
Cochran, and Shaun  
Digan PhD deliver a  
concise and insightful  
take on how to  
transform your ability  
to persuade others  
regardless of the  
setting. In this  
important book you'll  
discover: Original  
research and

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scientific studies  
shedding light on the  
human decision-  
making processes  
that drive success  
and failure in virtually  
all interactions Real  
world examples and  
practical exercises to  
illustrate and practice  
the concepts  
discussed A fun yet  
rigorous approach of  
a complex subject

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that can be practically applied in any business situation Persuade is perfect for executives, managers, entrepreneurs, and other business leaders and will earn a place in the libraries of any professional who negotiates or influences on a regular basis. It is an



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invaluable resource  
for anyone seeking to  
improve their  
persuasion or deal-  
making abilities.

The Seven-Day  
Weekend

Rules of the Road  
A Novel

The CEO's Mindset  
Learning to Become  
the Creative Force in  
Your Own Life

Late Bloomers

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Book 1 of the Darcy  
Walker Series

**Here's How to  
Get Your First  
Book Outlined,  
Written and  
Published in  
Just**

**90-Minutes...**

**You already know  
what your book  
is going to be  
about. You've  
spent years**

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thinking about  
it, and  
developing your  
specialized  
knowledge. The  
time consuming  
part is to get  
what's in your  
head out on  
paper where it  
can start  
spreading your  
idea. That's  
where we come

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in. We help  
people just like  
you get your  
first book  
outlined,  
written and  
published as a  
paperback in as  
little as 90  
minutes. Step 1:  
We spend 30  
minutes  
outlining and  
developing your

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chapters,  
titles,  
headlines, and  
the questions  
that your book  
will answer to  
fully express  
your idea. Step  
2: We record a  
60-minute  
podcast style  
audio interview  
where you get to  
talk about your

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ideas in a  
comfortable  
format where we  
can draw out  
your best  
thinking and  
fully address  
your topic. Step  
3: We take it  
from here and  
get a transcript  
of your  
interview,  
create a killer

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cover and format  
for your book,  
set it up to be  
printed just  
like this one  
and get the  
first copy of  
your book in  
your hands. Most  
people think it  
takes months of  
hard work and  
hours of writing  
in solitude to

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create a book.  
Now you can get  
your book  
outlined,  
written and out  
in the world in  
as little as 90  
minutes. If  
you'd like us to  
help, just send  
an email to: hel  
lo@90minutebooks  
.com and we'll  
take it from



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there.

**NATIONAL**

**BESTSELLER •**

**WINNER OF THE**

**PULITZER PRIZE •**

**A searing, post-  
apocalyptic**

**novel about a**

**father and son's  
fight to**

**survive, this**

**"tale of**

**survival and the**

**miracle of**

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goodness only  
adds to  
McCarthy's  
stature as a  
living master.  
It's gripping,  
frightening and,  
ultimately,  
beautiful" (San  
Francisco  
Chronicle). A  
father and his  
son walk alone  
through burned

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America. Nothing  
moves in the  
ravaged  
landscape save  
the ash on the  
wind. It is cold  
enough to crack  
stones, and when  
the snow falls  
it is gray. The  
sky is dark.  
Their  
destination is  
the coast,

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although they  
don't know what,  
if anything,  
awaits them  
there. They have  
nothing; just a  
pistol to defend  
themselves  
against the  
lawless bands  
that stalk the  
road, the  
clothes they are  
wearing, a cart

# Read Book The Road Less Stupid

of scavenged  
food—and each  
other. The Road  
is the  
profoundly  
moving story of  
a journey. It  
boldly imagines  
a future in  
which no hope  
remains, but in  
which the father  
and his son,  
"each the

# Read Book The Road Less Stupid

other's world  
entire," are  
sustained by  
love. Awesome in  
the totality of  
its vision, it  
is an  
unflinching  
meditation on  
the worst and  
the best that we  
are capable of:  
ultimate  
destructiveness,

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desperate  
tenacity, and  
the tenderness  
that keeps two  
people alive in  
the face of  
total  
devastation.

A groundbreaking  
exploration of  
what it means to  
be a late  
bloomer in a  
culture obsessed

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with SAT scores and early success, and how finding one's way later in life can be an advantage to long-term achievement and happiness. We live in a society where kids and parents are obsessed



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with early  
achievement,  
from getting  
perfect scores  
on SATs to  
getting into Ivy  
League colleges  
to landing an  
amazing job at  
Google or  
Facebook--or  
even better,  
creating a  
startup with the

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potential to be  
the next Google  
or Facebook or  
Uber. We see  
software coders  
becoming  
millionaires or  
even  
billionaires  
before age 30  
and feel we are  
failing if we  
are not one of  
them. But there

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is good news. A lot of us--most of us--do not explode out of the gates in life. That was true for author Rich Karlgaard, who had a mediocre academic career at Stanford (which he got into by a

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fluke), and  
after  
graduating,  
worked as a  
dishwasher,  
nightwatchman,  
and typing temp  
before finally  
finding the  
inner motivation  
and drive that  
ultimately led  
him to start up  
a high-tech

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magazine in  
Silicon Valley,  
and eventually  
to become the  
publisher of  
Forbes magazine.  
There is a  
scientific  
explanation for  
why so many of  
us bloom later  
in life. The  
executive  
function of our

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brains doesn't  
mature until age  
25--and later  
for some. In  
fact our brain's  
capabilities  
peak at  
different ages.  
We actually  
enjoy multiple  
periods of  
blooming in our  
lives. Based on  
several years of

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research,  
personal  
experience, and  
interviews with  
neuroscientists  
and  
psychologists,  
and countless  
people at  
different stages  
of their  
careers, Bloom  
reveals how and  
when we achieve

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full  
potential--and  
why an  
algorithmic  
acuity in math  
is such an  
anomaly in terms  
of career  
success.

Meet Jenna  
Boller, star  
employee at  
Gladstone's Shoe  
Store in



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Chicago.

Standing a gawky  
5'11'' at 16  
years old, Jenna  
is the kind of  
girl most likely  
to stand out in  
the crowd for  
all the wrong  
reasons. But  
that doesn't  
stop Madeline  
Gladstone, the  
president of

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Gladstone's  
Shoes 176  
outlets in 37  
states, from  
hiring Jenna to  
drive her cross  
country in a  
last ditch  
effort to stop  
Elden Gladstone  
from taking over  
his mother's  
company and  
turning a

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quality business into a shop-and-schlock empire. Now Jenna Boller shoe salesperson is about to become a shoe-store spy as she joins her crusty old employer for an eye-opening adventure that will teach them both the rules

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of the  
road...and the  
rules of life.  
Joan Bauer lives  
in Darien, CT.  
Advice from the  
Chairman of the  
Board  
The Art of Witty  
Banter  
Turning Fans  
into Customers  
and Customers  
into Fans

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100 Ways to  
Persuade and  
Convince  
Consumers with  
Neuromarketing  
Fanocracy  
An  
Entrepreneurial  
Fable . . . Your  
Journey to Get  
Real, Get  
Simple, and Get  
Results  
What If One

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Choice Could  
Change

Everything?

*This dialogue  
between two of  
the most  
prominent  
thinkers on  
social change  
in the  
twentieth  
century was  
certainly a*

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*meeting of  
giants.  
Throughout  
their highly  
personal  
conversations  
recorded here,  
Horton and  
Freire discuss  
the nature of  
social change  
and empowerment  
and their*

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*individual  
literacy  
campaigns.*

*A unique and  
irreverent take  
on everything  
that's wrong  
with our  
"national  
conversation  
about race"—and  
what to do  
about it How to*



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***Be Less Stupid  
About Race is  
your essential  
guide to  
breaking  
through the  
half-truths and  
ridiculous  
misconceptions  
that have  
thoroughly  
corrupted the  
way race is***

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*represented in  
the classroom,  
pop culture,  
media, and  
politics.*

*Centuries after  
our nation was  
founded on  
genocide,  
settler  
colonialism,  
and slavery,  
many Americans*

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*are kinda-sorta-  
maybe waking up  
to the reality  
that our racial  
politics are  
(still)  
garbage. But in  
the midst of  
this reckoning,  
widespread  
denial and misu  
nderstandings  
about race*

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***persist, even  
as white  
supremacy and  
racial  
injustice are  
more visible  
than ever  
before.***

***Combining no-  
holds-barred  
social  
critique,  
humorous***

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*personal  
anecdotes, and  
analysis of the  
latest interdis  
ciplinary  
scholarship on  
systemic  
racism,  
sociologist  
Crystal M.  
Fleming  
provides a  
fresh,*

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*accessible, and irreverent take on everything that's wrong with our "national conversation about race." Drawing upon critical race theory, as well as her own experiences as*

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*a queer black  
millennial  
college  
professor and  
researcher,  
Fleming unveils  
how systemic  
racism exposes  
us all to  
racial  
ignorance—and  
provides a road  
map for*

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*transforming  
our knowledge  
into concrete  
social change.  
Searing,  
sobering, and  
urgently  
needed, How to  
Be Less Stupid  
About Race is a  
truth bomb for  
your racist  
relative,*



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*friend, or  
boss, and a  
call to action  
for everyone  
who wants to  
challenge white  
supremacy and  
intersectional  
oppression. If  
you like Issa  
Rae, Justin  
Simien, Angela  
Davis, and*

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*Morgan Jerkins,  
then this  
deeply  
relevant, bold,  
and incisive  
book is for  
you.*

*Practical  
techniques for  
applying  
neuroscience  
and behavior  
research to*

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*attract new  
customers  
Brainfluence  
explains how to  
practically  
apply  
neuroscience  
and behavior  
research to  
better market  
to consumers by  
understanding  
their decision*

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*patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use*

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*this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book*

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***contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has***

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*helped many  
well-known  
brands and  
companies  
determine how  
to best market  
their products  
to different  
demographics  
and consumer  
groups.*

*Brainfluence  
offers short,*

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*easy-to-digest  
ideas that can  
be accessed in  
any order.*

*Discover ways  
for brands and  
products to  
form emotional  
bonds with  
customers*

*Includes ideas  
for small  
businesses and*



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*non-profits*  
*Roger Dooley is*  
*the creator and*  
*publisher of*  
*Neuromarketing,*  
*the most*  
*popular blog on*  
*using brain and*  
*behavior*  
*research in*  
*marketing,*  
*advertising,*  
*and sales*

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***Brainfluence  
delivers the  
latest insights  
and research,  
giving you an  
edge in your  
marketing,  
advertising,  
and sales  
efforts.***

***Richard Reed  
built Innocent  
Drinks from a***

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*smoothie stall  
on a street  
corner to one  
of the biggest  
brands in  
Britain. He  
credits his  
success to four  
brilliant  
pieces of  
advice, each  
given to him  
just when he*

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*needed them  
most. Ever  
since, it has  
been Richard's  
habit, whenever  
he meets  
somebody he  
admires, to ask  
them for their  
best piece of  
advice. If they  
could tell him  
just one thing,*

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*what would it  
be? Richard has  
collected  
pearls of  
wisdom from  
some of the  
most  
remarkable,  
inspiring and  
game-changing  
people in the  
world - in  
business, tech,*

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*philanthropy,  
politics,  
sport, art,  
spirituality,  
medicine, film,  
and design.  
From Hollywood  
greats like  
Judi Dench and  
Richard Curtis,  
to  
entrepreneurial  
legends like*

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***Richard Branson  
and Simon***

***Cowell; from  
sports stars  
and TV***

***personalities  
like Andy***

***Murray and***

***James Cordon to  
political***

***activists and***

***born survivors  
like Mandela's***

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***Comrades and  
Katie Piper,  
Richard has  
picked some of  
the world's  
most  
interesting  
brains to give  
you a lesson in  
how to live,  
how to love,  
how to create  
and how to***



Read Book The  
Road Less Stupid

*succeed.*

*Five Steps to  
Transform Your  
Business and  
Enrich Your  
Life*

*The Art of  
Preventing  
Stupid*

*How to Build a  
Stronger  
Business  
Strategy*

Read Book The  
Road Less Stupid

*through Better  
Risk Management  
The Awakening  
of Intelligence  
The 90-Minute  
Book  
Encounters with  
Remarkable  
People and  
Their Most  
Valuable Advice  
Rhinos  
Success*

## Read Book The Road Less Stupid

*Fifteen years ago, Darcy Walker's parents thought it was a good idea to give her a unique name: Darcy, meaning "dark walker." Whether that was a stroke of genius or stroke of stupid, they definitely nailed the*

## Read Book The Road Less Stupid

*irony. She lacks direction, her grades stink despite a high IQ, she's boringly average—although flirting admirers claim otherwise—and God help her, she's infatuated with a bad-boy. A bad-boy that her hottie best*

## Read Book The Road Less Stupid

*friend, Dylan,  
wishes would get  
acquainted with his  
fist. And, oh yeah,  
there's that tattoo  
that was a royally  
stupid idea. With  
her life spiraling  
out of control,  
everything changes  
when she skips class  
and finds a dead*

## Read Book The Road Less Stupid

*body...in fact, it gets worse. It jump-starts Darcy's inner-verb, and her brain hardwired for action gets caught up in a situation she can't let go. Set in the fictional Cincinnati town of Valley, Ohio, Darcy falls into a world of*

## Read Book The Road Less Stupid

*threats, violence,  
and gangland  
exploits, chasing  
down every clue to  
finger the murderer.*

*When a fellow  
misfit is arrested  
for the crime, Darcy  
goes from zero-to-  
sixty trying to clear  
his*

*name—constructing*

## Read Book The Road Less Stupid

*aliases, breaking the law, everything that makes perfect sense to her, but reeks of Grade A Stupid to everyone else.*

*Trouble is...will she live to see sixteen?*

*Think quickly on your feet: be smooth, funny, and clever – all at once. Goodbye*



## Read Book The Road Less Stupid

*awkward silences,  
hello conversational  
agility! No matter  
where you lie on the  
spectrum of  
awkward to  
engaging, witty  
banter is always the  
end goal – and it  
should be. Witty  
banter, and all the  
steps that lead to it,*

## Read Book The Road Less Stupid

*allows you to (1)  
disarm and connect  
with anyone, (2)  
immediately exit  
boring small talk  
mode, and (3)  
instantly build  
rapport like you're  
old friends. Flow  
with the  
conversational twists  
and turns like water.*

## Read Book The Road Less Stupid

*The Art of Witty  
Banter carefully  
examines the art,  
nuance, and  
mechanics of banter  
and charm to make  
you witty comeback  
machine, the likes  
of which your  
friends have never  
seen. You'll be able  
to handle, defend,*

## Read Book The Road Less Stupid

*disarm, and engage  
others in a way that  
makes you  
comfortable and  
confident with each  
growing day.*

*Transform  
"interview"  
conversations into  
comfortable  
rapport. Patrick  
King is an*

# Read Book The Road Less Stupid

*internationally  
bestselling author  
and Social Skills  
and Conversation  
Coach. As someone  
who teaches people  
to speak for a living,  
he's broken wit and  
banter down to a  
science and given  
you real guidelines  
on what to say and*

## Read Book The Road Less Stupid

*when. Make a sharp, smart, and savvy impression – every time. There's no guesswork here – you'll get exact examples and phrases to plug into your daily conversations. 18 specific points to up your charisma*

## Read Book The Road Less Stupid

*quotient. How will you be clever, be quick, and be interesting? • Why the questions you use make people freeze. • How to master teasing, witty comebacks, and initiating jokes and humor. • What free association is and*

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*how it makes you quick-witted. •How to create an instant “in-group” and inside joke with someone.*

*'Life is difficult. This is a great truth, one of the greatest truths.' A timeless classic in personal development, The*



## Read Book The Road Less Stupid

*Road Less Travelled is a landmark work that has inspired millions. Drawing on the experiences of his career as a psychiatrist, Scott Peck combines scientific and spiritual views to guide us through the difficult, painful*

# Read Book The Road Less Stupid

*times in life by showing us how to confront our problems through the key principles of discipline, love and grace. Teaching us how to distinguish dependency from love, how to become a more sensitive parent and how to*

# Read Book The Road Less Stupid

*connect with your  
true self, this  
incredible book is  
the key to accepting  
and overcoming  
life's challenges and  
achieving a higher  
level of self-  
understanding.*

*In a world where  
most businesses fail,  
The Art of*

## Read Book The Road Less Stupid

*Preventing Stupid offers a system for leaders to solve common business problems before they happen. Author Matthew Neill Davis introduces the Preventing Stupid Method to running a business, a method that guides readers*

# Read Book The Road Less Stupid

*in identifying, categorizing, and prioritizing threats to and weaknesses in their business. This book details how to efficiently prevent and manage potential and present problems and helps business owners and managers learn how*

## Read Book The Road Less Stupid

*to create leads for a more profitable business. You will learn how to seize opportunities rather than wallow in problems that should never have made it to the surface. Forward-thinking risk management This*

## Read Book The Road Less Stupid

*book delivers bold  
business strategy  
rooted in forward-  
thinking risk  
management. It is  
about changing how  
leaders think, so  
they can run their  
business with  
confidence,  
effectiveness, and  
profitability. It*

## Read Book The Road Less Stupid

*shows struggling entrepreneurs how to weed out the stupid mistakes they're making, so they can move forward. For those already running a business, it offers next-level risk management strategies to make*



## Read Book The Road Less Stupid

*work easier, more profitable, and more secure. Advice from a lawyer In The Art of Preventing Stupid, you'll get a lawyer's perspective and insight and the value of a fractional general counsel for the cost of a single book.*

# Read Book The Road Less Stupid

*Matthew Neill Davis  
of Davis Law,  
PLLC, a firm that  
has three times  
made the Law Firm  
500 for being  
among the fastest-  
growing law firms  
in the nation, will  
show you how to  
make smart,  
meaningful changes*

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*to successfully grow  
your organization.*

*With his extensive  
litigation and  
business*

*representation*

*experience and*

*expertise in building*

*and running custom*

*legal departments*

*for businesses and*

*nonprofits, he has*

# Read Book The Road Less Stupid

*dedicated himself to  
helping business  
owners make smart  
business decisions.*

*Changing the Way  
Work Works*

*Conversations on  
Education and*

*Social Change*

*Grade a Stupid*

*The Path of Least*

*Resistance*

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*How to Be Less  
Stupid About Race  
Spiritual Growth in  
an Age of Anxiety  
Tribe of  
Millionaires*

An expert in  
business  
turnaround  
shares his  
inspiring  
approach to pro

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blem-solving:

“A fascinating  
read” (Mitt  
Romney).

Visionary  
leader Greg  
Brenneman  
believes that  
true business  
success and  
personal  
fulfillment are  
two sides of

## Read Book The Road Less Stupid

the same coin.  
The techniques  
that will grow  
your business  
will also help  
you achieve a  
rich,  
purposeful, and  
integrated  
life. Here,  
Brenneman takes  
what he's  
learned from

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turning around or tuning up many businesses—including Continental Airlines and Burger King—and distills it into a simple, clear, five-step roadmap that anyone can follow. He



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teaches you how

to: \*prepare a

succinct Go

Forward plan

\*build a

fortress

balance sheet

\*grow your

sales and

profits \*choose

all-star

servant leaders

\*empower your

## Read Book The Road Less Stupid

team For more than thirty years, Brenneman has seen these steps foster dramatic results in a variety of business environments. But he also came to realize

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that he could  
apply these  
same principles  
to improve his  
life and build  
a lasting moral  
legacy. He  
found he could  
make better  
decisions by  
carefully  
taking the most  
important

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facets of his  
life—faith,  
family,  
friendship,  
fitness, and  
finance—into  
consideration.  
Brenneman's  
inspiring  
examples, from  
both his  
business and  
his life,

## Read Book The Road Less Stupid

demonstrate the  
astounding  
effects these  
steps can have  
when you apply  
them—right away  
and all at  
once.

I want him.  
Unlike I have  
ever wanted  
anything before  
in my entire

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life. I knew it  
from the very  
moment his eyes  
met mine; the  
way my skin  
burned under  
his dark gaze.  
I knew nothing  
would ever be  
the same again.  
Decklan Taylor  
isn't just  
tempting, he's

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dangerous; a storm that destroys everything in his wake. But even as I stand in the path of his force I can't turn away. While he may be the very thing that breaks me, he's

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also the only thing that has ever made me feel alive.

Crazy Stupid Love is the first of three standalone novels in the Crazy Love Series.

Gasp as Andy careers down a



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hill in an  
abandoned pram  
wearing only a  
nappy Groan as  
he desperately  
looks for a  
toilet in a  
shopping centre  
before he  
explodes Squirm  
as he shoves  
twenty  
marshmallows in

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his mouth  
without  
swallowing But  
most of all,  
laugh Because  
Andy Griffiths  
is back with  
nine  
hysterically  
stupid  
tales....  
Every day,  
rising

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companies  
stumble because  
management  
hired available  
people, not the  
right people.  
Then after  
making one too  
many of these  
mistakes,  
especially in  
key positions,  
the once-

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promising  
business that  
had the world  
to offer to its  
consumers is no  
longer. Because  
they didn't  
learn: Hiring.  
Is. King.In  
Hire Smart from  
the Start,  
author and  
entrepreneur

# Read Book The Road Less Stupid

Dave Carvajal  
distills  
lessons learned  
from 20 years  
of both  
successful and  
poor hiring  
decisions as he  
built and  
staffed two  
enormously  
successful  
Internet

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startups and helped firms like Tumblr, Buddy Media, and Shutterstock land the talent they needed to reach their greatest potential. Whether you manage a restaurant, a

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tech firm, or  
an Internet  
startup, the  
proven formula  
in this book  
will help you  
in every aspect  
of hiring,  
training, and  
keeping the  
right employees  
in the right  
positions.

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Learn how to find candidates whose values and working style fit your business.

Discover the 5 types of applicants you should never, ever hire. Find out how to motivate otherw



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ise-happily-employed-elsewhere applicants to take a chance on your vision.

If you hire smart from the start, you will accelerate your business's success and it will flourish beyond what you

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thought  
possible!  
How to Have a  
Good Day  
Profit First  
for Real Estate  
Investing  
The 4-Step  
Process to  
Influence  
People and  
Decisions  
The Road

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Get A Grip  
The Road Less  
Stupid  
On Racism,  
White  
Supremacy, and  
the Racial  
Divide

***The Path of Least  
Resistance:  
Learning to  
Become the***

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***Creative Force in  
Your Own Life,  
Revised and  
Expanded  
discusses how  
humans can find  
inspiration in  
their own lives to  
drive creative  
process. This  
book discusses  
that by***

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***understanding  
the concept of  
structure, we can  
reorder the  
structural make-  
up of our lives;  
this idea helps  
clear the way to  
the path of least  
resistance that  
will lead to the  
manifestation of***

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***our most deeply held desires. This text will be of great use to individuals who seek to use their own lives as the driving force of their creative process.***

***Are you stuck at a certain level in***

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***growing a  
business? Many  
entrepreneurs,  
CEOs, business  
owners and  
leaders struggle  
with the proper  
growth and  
scaling strategies  
for of a company.  
A business is  
usually held back***

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***from scaling  
because of a few  
critical areas in  
the company.  
Hiring practices  
are inconsistent  
No formal online  
business  
accounting Team  
building and  
training is lacking  
Team got away***



## Read Book The Road Less Stupid

***from a clear and  
simple marketing  
message No  
formal process  
for training or  
system for  
management  
What we have  
learned is that all  
of this starts with  
the proper  
mindset of the***

## Read Book The Road Less Stupid

***CEO and entrepreneur. He or she got off mission, if there was even one in the first place. So many small and medium sized businesses today struggle with growing and scaling because***

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***the company  
doesn't have a  
good team or  
team building  
strategy and the  
CEO is running  
blind on the real  
numbers of the  
business. The  
good news:  
There is a  
solution! It starts***

## Read Book The Road Less Stupid

***with you the  
leader of the  
company. If your  
mindset is  
focused on being  
the complete  
leader of a  
company that has  
other people in  
control of the  
core areas and  
not only you,***

## Read Book The Road Less Stupid

***then your  
company will  
break through to  
its next level of  
growth. In the  
CEO's Mindset,  
you will discover  
the secrets to  
breaking through  
and learning how  
to be in charge  
without having to***

## Read Book The Road Less Stupid

***be in control of every core area of your company. You will learn what the core areas are and how to create a simple, focused plan with real practical how to steps on implementing***

## Read Book The Road Less Stupid

***this plan into  
your business.  
You'll discover  
simple yet  
powerful ways to  
run your  
company that will  
give you and  
your leadership  
team more focus,  
purposeful  
growth, and more***

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***enjoyment.  
Successful  
companies  
throughout the  
world are  
applying the  
tactics of the  
CEO's Mindset  
every day to run  
profitable,  
frustration-free  
businesses that***



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***are NOT  
stuck--and you  
can too. Take the  
journey today  
and start with  
getting your  
mindset focused  
on being the  
complete leader  
in chapter one.  
The CEO's  
Mindset is so***

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***important; it is  
the name of the  
book. Then the  
book transitions  
to simply the  
most important  
aspect of scaling  
a company -  
TEAM! If you can  
only focus on  
one core area of  
your company***

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***then your  
specific hiring  
practice and team  
training  
investments will  
pay off. We have  
all of that for you!  
The next most  
important core  
areas to truly  
growing and  
scaling your***

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***company is the  
real numbers of  
the company. Are  
you tired of not  
knowing where  
your money is  
going? Well, the  
successful  
companies have  
a proper online  
business  
accounting***

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***system in place.  
The CEO's  
Mindset will give  
you the step-by-  
step guide to  
setting up this  
department along  
with the guidance  
you need to do  
these in all of the  
core areas of  
your company.***

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***There is no longer a good reason why the entrepreneur and leader of the company cannot be the complete leader, The Total CEO. Dive in today and discover how you can be in charge***

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***without being in  
control or  
ignoring core  
areas of your  
company and  
finally break  
through to your  
next level!***

***This  
comprehensive  
record of  
Krishnamurti's***

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***teachings is an  
excellent, wide-  
ranging  
introduction to  
the great  
philosopher's  
thought. With  
among others,  
Jacob  
Needleman, Alain  
Naude, and  
Swami***



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***Venkatananda,  
Krishnamurti  
examines such  
issues as the role  
of the teacher  
and tradition; the  
need for  
awareness of  
'cosmic  
consciousness;  
the problem of  
good and evil;***

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***and traditional  
Vedanta methods  
of help for  
different levels of  
seekers.***

***It's time to stop  
living deal to  
deal. Real estate  
investors have  
systems for  
almost  
everything-to***

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***make the phone ring, to find deals, and to fix, rent, and sell their properties. What they don't have is a system for their finances that ensures positive cash flow and profitability. This***

## Read Book The Road Less Stupid

*is why many investors end up scrambling to cover payroll, taxes, and even their own bills. In Profit First for Real Estate Investing, real estate finance expert, David Richter, reveals*

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***his simple cash flow system that not only makes "pay yourself first" possible; it makes it easy. Built on the proven Profit First method created by Mike Michalowicz, this system is tailored***

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***to the unique realities for real estate investors. Designed to help you reduce stress and build a healthy and profitable real estate company, this step-by-step guide will even show you how to***

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***get more deals  
using the Profit  
First System.  
Starting today.  
A New  
Psychology of  
Love, Traditional  
Values and  
Spiritual Growth  
Questions That  
Will Upgrade  
Your Life from***

*Page 175/203*

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***Legends & World-  
Class Performers  
If I Could Tell You  
Just One Thing...  
Persuade  
Be Clever, Be  
Quick, Be  
Interesting -  
Create  
Captivating  
Conversation  
Ready, Fire, Aim***



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## ***Brainfluence***

The chairman of  
the board of Bear  
Stearns

investment bank  
shares his  
innovative

approach to  
business in a  
collection of witty,  
trenchant, and  
inspirational

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thoughts on  
success,  
bureaucracy,  
arrogance,  
telephone  
manners, and  
other topics.

It's time to take  
your business to  
the next level.

Eileen Sharp and  
Vic Hightower

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were frustrated.  
After years of  
profitable,  
predictable growth,  
Swan Services  
was in a rut.  
Meetings were  
called and  
discussions held,  
but few decisions  
were made and  
even less got

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done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen

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and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and

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solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership

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team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the  
Entrepreneurial

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Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want



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to be. In *Get A Grip*, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With

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characters and situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their

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companies on  
track.

New York Times  
bestseller •

Finalist for the  
Pulitzer Prize

“This is a book to  
shake up the  
world.” —Ann

Patchett Nicholas  
Carr’s bestseller  
The Shallows has

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become a  
foundational book  
in one of the most  
important debates  
of our time: As we  
enjoy the  
internet's  
bounties, are we  
sacrificing our  
ability to read and  
think deeply? This  
10th-anniversary

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edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects of smartphones and social media. Chloe has one plan for the future,

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and one plan only:  
the road. She's  
made a promise to  
herself: don't let  
anyone in, and  
don't let anyone  
love her. Blake  
Hunter is a  
basketball star  
who has it  
all--everything  
about him looks

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perfect to those on the other side of his protective walls. He can't let anyone see the shattered pieces behind the flawless facade or else all his hopes and dreams will disappear. One dark night throws

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Chloe and Blake together, changing everything, when the so-called perfect boy starts to notice the invisible girl.

The  
Entrepreneur's  
Guide to Finding,  
Catching, and  
Keeping the Best



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Talent for Your  
Company  
The Ultimate  
Blueprint for an  
Insanely  
Successful  
Business  
Lessons from the  
Pros on Raising  
Money and Igniting  
Your Business  
Crazy Stupid Love

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Let Me See Your  
Body Talk

Beautiful World,  
Where Are You

*Ricardo Semler thinks  
that companies ought  
to put employee  
freedom and  
satisfaction ahead of  
corporate goals.*

*Imagine a company  
where employees set  
their own hours;*

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*where there are no offices, no job titles, no business plans; where employees get to endorse or veto any new venture; where kids are encouraged to run the halls; and where the CEO lets other people make nearly all the decisions. This company—Semco—a ctually exists, and*

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*despite a seeming recipe for chaos, its revenues have grown from \$35 million to \$160 million in the last six years. It has virtually no staff turnover, and there are no signs that its growth will stop any time soon. How did Semco become wildly successful despite breaking many of the*

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*commonly accepted laws of business? In The Seven-Day Weekend, Ricardo Semler shows that for those willing to take a chance, there is a better way to run a workplace. He explains how the technology that was supposed to make life easier—laptops, cell phones, e-mail,*

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*paggers—has in fact stolen free time and destroyed the traditional nine-to-five workday. But this can be a good thing—if you have the freedom to get your job done on your own terms and to blend your work life and personal life with enthusiasm and creative energy.*

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*Smart bosses will eventually realize that you might be most productive if you work on Sunday afternoon, play golf on Monday morning, go to a movie on Tuesday afternoon, and watch your child play soccer on Thursday. This is a radical book that will challenge the*

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*business world to  
make the seven-day  
weekend a reality.  
Part personal  
development guide,  
part adventure tale,  
Tribe of Millionaires  
teaches readers six  
timeless lessons  
about the power of  
those around us to  
transform our  
lives. When Ethan  
Martinez receives a*



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*mysterious invitation after the death of his father, he embarks on an adventure not only to save his struggling business, but to discover his past. Traveling to a tropical island with the mysterious "Tribe of Millionaires," Ethan finds his whole approach to business and life shifting with*

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*each lesson. The more time Ethan spends with the enigmatic members of the tribe, the more he comes to realize that the answers he seeks are, as they are for all of us, hidden in plain sight.*

*The Hidden Strengths  
of Learning and  
Succeeding at Your  
Own Pace*

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*We Make the Road by  
Walking  
Memos from the  
Chairman*