
Made To Stick

Made To Stick

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Made to Stick

Why Some Ideas Take Hold and Others Come Unstuck
Random House

Focusing on successful marketing campaigns and undying urban legends, this book is written for anyone who strives to craft messages that are memorable and lasting.

Made to Stick

Why Some Ideas Survive and Others Die *Random House*
NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

Made to Stick

Why Some Ideas Survive and Others Die
In this guide, the authors shows that sticky messages of all kinds - from the infamous 'kidney theft ring' hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony - draw their power from the same six traits. 'Made to Stick' presents success stories (and failures) - the scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of 'the Mother Teresa Effect'; the elementary-school teacher whose simulation prevented racial prejudice. It brings the principles of winning ideas - and tells how apply these rules to making a messages stick.

Made to Stick

Why Some Ideas Take Hold and Others Come Unstuck

Making Numbers Count

The Art and Science of Communicating Numbers *Simon and Schuster*

A clear, practical, first-of-its-kind guide to communicating and understanding numbers and data—from bestselling business author Chip Heath. How much bigger is a billion than a million? Well, a million seconds is twelve days. A billion seconds is...thirty-two years. Understanding numbers is essential—but humans aren't built to understand them. Until very recently, most languages had no words for numbers greater than five—anything from six to infinity was known as “lots.” While the numbers in our world have gotten increasingly complex, our brains are stuck in the past. How can we translate millions and billions and milliseconds and nanometers into things we can comprehend and use? Author Chip Heath has excelled at teaching others about making ideas stick and here, in *Making Numbers Count*, he outlines specific principles that reveal how to translate a number into our brain's language. This book is filled with examples of extreme number makeovers, vivid before-and-after examples that take a dry number and present it in a way that people click in and say “Wow, now I get it!” You will learn principles such as: -SIMPLE PERSPECTIVE CUES: researchers at Microsoft found that adding one simple comparison sentence doubled how accurately users estimated statistics like population and area of countries. -VIVIDNESS: get perspective on the size of a nucleus by imagining a bee in a cathedral, or a pea in a racetrack, which are easier to envision than “1/100,000th of the size of an atom.” -CONVERT TO A PROCESS: capitalize on our intuitive sense of time (5 gigabytes of music storage turns into “2 months of commutes, without repeating a song”). -EMOTIONAL MEASURING STICKS: frame the number in a way that people already care about (“that medical protocol would save twice as many women as curing breast cancer”). Whether you're interested in global problems like climate change, running a tech firm or a farm, or just explaining how many Cokes you'd have to drink if you burned calories like a hummingbird, this book will help math-lovers and math-haters alike translate the numbers that animate our world—allowing us to bring more data, more naturally, into decisions in our schools, our workplaces, and our society.

Upstream

The Quest to Solve Problems Before They Happen *Simon and Schuster*

Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? *Upstream* probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that

it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation's culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. *Upstream* delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we've forgotten that we can fix them?

Decisive

How to Make Better Choices in Life and Work *Random House Canada*

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions—in our lives, careers, families and organizations. In *Decisive*, Chip Heath and Dan Heath, the bestselling authors of *Made to Stick* and *Switch*, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

The Power of Moments

Why Certain Experiences Have Extraordinary Impact *Simon and Schuster*

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they're not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world's youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

Switch

How to Change Things When Change Is Hard *Currency*

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping • The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Made to Stick (7 Volume Set) [videorecording].

Presentation Zen

Simple Ideas on Presentation Design and Delivery *Pearson Education*

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. *Presentation Zen* challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Communicate to Influence: How to Inspire Your Audience to Action *McGraw Hill Professional*

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben

and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: The Five White Lies of Communicating: learn which barriers prevent you from getting better The Communicator's Roadmap: use a tool to visually chart what type of communication experience you create The Behaviors of Trust: align what you say with how you say it to better connect with your audience The Decker Grid: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

Make It Stick *Harvard University Press*

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.

Hello, My Name Is Awesome

How to Create Brand Names That Stick *Berrett-Koehler Publishers*

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the "so bad she gave them an award." Alexandra Watkins is not afraid to name names.

The Encyclopaedia Britannica

A Dictionary of Arts, Sciences, Literature and General Information

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Marketing

"Throughout this edition numerous examples of how students engage in marketing activities every day of their lives—either as consumers or sellers of a product or service. In addition to providing the traditional study and reinforcement tools of most principles of marketing products, we also offer ways to help students think critically about and apply core concepts"—

Stick and Stone *Houghton Mifflin Harcourt*

Stick and Stone are both lonely until Pinecone's teasing causes

one to stick up for the other, and a solid friendship is formed. 50,000 first printing.

Contagious

Why Things Catch On *Simon and Schuster*
Upper Saddle River, N.J. : Creative Homeowner,

Tenth of December *A&C Black*

WINNER OF THE 2014 FOLIO PRIZE AND SHORTLISTED FOR THE NATIONAL BOOK AWARD 2013 George Saunders's most wryly hilarious and disturbing collection yet, *Tenth of December* illuminates human experience and explores figures lost in a labyrinth of troubling preoccupations. A family member recollects a backyard pole dressed for all occasions; Jeff faces horrifying ultimatums and the prospect of Darkenfloxx™ in some unusual drug trials; and Al Roosten hides his own internal monologue behind a winning smile that he hopes will make him popular. With dark visions of the future riffing against ghosts of the past and the ever-settling present, this collection sings with astonishing charm and intensity.

The Stick Book

Loads of things you can make or do with a stick *Frances Lincoln*

The stick is a universal toy. Totally natural, all-purpose, free, it offers limitless opportunities for outdoor play and adventure and it provides a starting point for an active imagination and the raw material for transformation into almost anything! As New York's Strong National Museum of Play pointed out when they selected a stick for inclusion in their National Toy Hall of Fame, 'It can be a Wild West horse, a medieval knight's sword, a boat on a stream, or a slingshot with a rubber band . . .' In this book Fiona Danks and Jo Schofield offer masses of suggestions for things to do with a stick, in the way of adventures and bushcraft, creative and imaginative play, games, woodcraft and conservation, music and more.

The Story Factor

Inspiration, Influence, and Persuasion through the Art of Storytelling *Basic Books*

This modern classic teaches you to use the art of storytelling to persuade, motivate, and inspire in life and business. Anyone seeking to influence others must first know their own story, and how to tell it properly. Whether you're proposing a risky new venture, trying to close a deal, or leading a charge against injustice, you have a story to tell. Tell it well and you will create a shared experience with your listeners that can have profound results. In this modern classic, Annette Simmons reminds us that the oldest tool of influence is also the most powerful. Showcasing over a hundred examples of effective storytelling drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, Simmons illustrates how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can't. These stories, combined with practical storytelling techniques, show anyone how to become a more effective communicator and achieve their goals.

The Stick *Familius*

When a young boy finds a stick on the ground and reads the inspiring words carved into it, his life begins to change until he fulfills lifelong dreams and discovers the truth about giving.

The Serving Mindset

Stop Selling and Grow Your Business *Simon and Schuster*

What if you could stop selling altogether and grow your profits? With *The Serving Mindset*, you'll learn how to serve, elevate your business success, and feel great about it! Targeted to business owners and entrepreneurs who are very good at what they do but feel guilt and shame around selling and sales and therefore limit their own success and overall possibilities, *The Serving Mindset: Stop Selling and Grow Your Business* positions selling as serving and takes readers through the process of why and how to acquire this "serving mindset" and put it into practice. For readers who hate sales, *The Serving Mindset* will help you diagnose the source of the issue, understand how your mindset affects your sales directly, and discover a fresh approach to selling as serving—an essential lesson for enabling any business to explore maximum levels of prosperity. Using case studies as well as the experience of the author and that of her professional-coaching clients, *The Serving Mindset* is sure to change how readers view selling, serving, and growing. The powerful insights and applications in this book are game-changers for every business owner and entrepreneur who wants to attract and secure ideal customers and premium clients while maintaining integrity to his or her own core values.

Summary of Made to Stick: Why Some Ideas Survive and Others Die *by Chip Heath and Dan Heath*

Made to Stick explains why some ideas become popular, while others wither and die. The book lays out the most important characteristics of "stickiness"; that is, what makes ideas "stick" in the mind, and how to make them work for you.

The Contrarian Effect

Why It Pays (Big) to Take Typical Sales Advice and Do the Opposite *John Wiley & Sons*

Take the traditional sales model, which is outdated and needs a serious makeover, and turn it on its head by applying the advice in *The Contrarian Effect: Why It Pays (Big) to Take Typical Sales Advice and Do the Opposite*. Find an entirely sound approach to building better client relationships and closing more sales by doing the exact opposite that conventional sales advice dictates. Re-examine the most well-worn sales tactics in the business and discover specific and actionable strategies and principles that will help you close more sales today.

Sway

The Irresistible Pull of Irrational Behavior *Currency*

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, *Sway* reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that

have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

Summary of Made to Stick

Why Some Ideas Survive and Others Die by Chip Heath *Readtrepreneur Publishing*

Made to Stick by Chip Heath and Dan Heath - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) Not every bright idea turns out to be a hit, on top of the creativity, you need to make your thoughts catch the attention of your audience. Dive in the anatomy of successful ideas and move forward! Made to Stick tells the cruel truth about the nature of bright ideas; not all of them have success. In order for an idea to "stick", it must be creative and practical but also attractive for your audience. If they don't catch the attention of the public, who is going to support you? Communicating your ideas in the most attractive way is a skill that you must master and through this in-depth guide about "stick messages" you will become a pro when it comes to having all eyes on your idea. (Note: This summary is wholly written and published by Readtrepreneur It is not affiliated with the original author in any way) "The most basic way to get someone's attention is this: Break a pattern." - Chip Heath Understanding the differences between ideas that thrive and the ones that die is key for your proposal to succeed. In Made to Stick you'll get an in-depth look into the anatomy of successful ideas and how to incorporate their principles into yours. With Charles Kahlenberg's method you'll be able to make your ideas shine brighter than others so it has the attention and support you desire. P.S. Made to Stick is an extremely helpful book that will give your idea the last characteristic it must have to be successful; the public attention. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away! Why Choose Us, Readtrepreneur? ● Highest Quality Summaries ● Delivers Amazing Knowledge ● Awesome Refresher ● Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

The Five Temptations of a CEO, 10th Anniversary Edition

A Leadership Fable *John Wiley & Sons*

A commemorative edition of the landmark book from Patrick Lencioni When it was published ten years ago, *The Five Temptations of a CEO* was like no other business book that came before. Highly sought-after management consultant Patrick Lencioni deftly told the tale of a young CEO who, facing his first annual board review, knows he is failing, but doesn't know why. Refreshingly original and utterly compelling, this razor-sharp novelette plus self-assessment (written to be read in one sitting) serves as a timeless and potent reminder that success as a

leader can come down to practicing a few simple behaviors that are painfully difficult for each of us to master. Any executive can learn how to recognize the mistakes that leaders can make and how to avoid them. The lessons of *The Five Temptations of a CEO*, are as relevant today as ever, and this special anniversary edition celebrates ten years of inspiration and enlightenment with a brand new introduction and reflections from Lencioni on the new challenges in business and leadership that have occurred in the past ten years.

Guide to Chip Heath's & et al Made to Stick by Instaread *Instaread*

PLEASE NOTE: This is a companion to Chip Heath's & et al Made to Stick and NOT the original book. Preview: In *Made to Stick: Why Some Ideas Survive and Others Die* (2007), educators and brothers Chip Heath and Dan Heath offer a guide for sharing ideas that stick with listeners. As a framework for their advice, they offer the acronym SUCCES, short for simple, unexpected, concrete, credible, emotional, and stories.... Inside this companion to the book: · Overview of the Book · Insights from the Book · Important People · Author's Style and Perspective · Intended Audience About the Author: With Instaread, you can get the notes and insights from a book in 15 minutes or less. Visit our website at instaread.co.

Courageous Cultures

How to Build Teams of Micro-Innovators, Problem Solvers, and Customer Advocates *HarperCollins Leadership*

From executives complaining that their teams don't contribute ideas to employees throwing up their hands because their input isn't sought--company culture is the culprit. *Courageous Cultures* provides a road map to build a high-performance, high-engagement culture around sharing ideas, solving problems, and rewarding contributions from all levels. Many leaders are convinced they have an open environment that encourages employees to speak up and are shocked when they learn that employees are holding back. Employees have ideas and want to be heard. Leadership wants to hear them. Too often, however, employees and leaders both feel that no one cares about making things better. The disconnect typically only widens over time, with both sides becoming more firmly entrenched in their viewpoints. Becoming a courageous culture means building teams of microinnovators, problem solvers, and customer advocates working together. A microinnovator is the employee who consistently seeks out small, but powerful, ways to improve the business. A problem solver is the employee who cares about what's not working and wants to make it better. They uncover and speak openly about what's not working and think critically about how to fix it. A customer advocate is the employee who sees through your customers' eyes and speaks up on their behalf. They actively look for ways to improve customers' experience and minimize customer frustrations. In our world of rapid change, a courageous culture is your competitive advantage. It ensures that your company is "sticky" for both customers and employees. In this book you'll learn practical tools to uncover, leverage, and scale the best ideas from every level of your organization. See how the latest research conducted by the authors confirms why organizations struggle when it comes to creating strong cultures where employees are encouraged to contribute their best thinking. Learn proven models and tools that leaders can apply throughout all levels of the organization, to reengage and motivate employees. Understand best practices from companies around the world and learn how to apply these strategies and techniques in your own organization.

Hopping over the Rabbit Hole

How Entrepreneurs Turn Failure into Success *John Wiley & Sons*

Develop the Scaramucci mindset that drives entrepreneurial success Hopping over the Rabbit Hole chronicles the rise, fall, and resurgence of SkyBridge Capital founder Anthony Scaramucci, giving you a primer on how to thrive in an unpredictable business environment. The sheer number of American success stories has created a false impression that becoming an entrepreneur is a can't-miss endeavor—but nothing could be further from the truth. In the real world, an entrepreneur batting .150 goes directly to the Hall of Fame. Things happen. You make a bad hire, a bad strategic decision, or suffer the consequences of an unforeseen market crash. You can't control what happens to your business, but you can absolutely control how you react, and how you turn bumps in the road into ramps to the sky. Anthony Scaramucci has been there and done that, again and again, and has ultimately come out on top; in this book, he shares what he wishes he knew then. Your chances of becoming an overnight billionaire are approximately the same as your chances of being signed to the NBA. Success is hard work, and anxiety, and tiny hiccups that can turn into disaster with a single misstep. This book shows you how to use adversity to your ultimate advantage, and build the skills you need to respond effectively to the unexpected. Learn how to deal with unforeseen events Map a strategic backup plan, and then a backup-backup plan Train yourself to react in the most productive way Internalize the lessons learned by a leader in entrepreneurship For every 23-year-old billionaire who just created a new way to send a picture on a phone, there are countless others who have failed, and failed miserably. Hopping over the Rabbit Hole gives you the skills, insight, and mindset you need to be one of the winners.

Not a Stick *Harper Collins*

A celebration of the power of imagination from the Theodor Seuss Geisel Honor Award-winning creator of Not a Box Experience the thrill of the moment when pretend feels so real that it actually becomes real! Following the critically acclaimed Not a Box, this book proves that a stick is not always just a stick. Whether it's conducting an orchestra, painting a masterpiece, or slaying a dragon—give a child a stick and let imagination take over and the magic begin.

This Naked Mind

Control Alcohol, Find Freedom, Discover Happiness & Change Your Life *Penguin*

This Naked Mind has ignited a movement across the country, helping thousands of people forever change their relationship with alcohol. Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. But, they resist change because they fear losing the pleasure and stress-relief associated with alcohol, and assume giving it up will involve deprivation and misery. This Naked Mind offers a new, positive solution. Here, Annie Grace clearly presents the psychological and neurological components of alcohol use based on the latest science, and reveals the cultural, social, and industry factors that support alcohol dependence in all of us. Packed with surprising insight into the reasons we drink, this book will open your eyes to the startling role of alcohol in our culture, and how the stigma of alcoholism and recovery keeps people from getting the help they need. With Annie's own extraordinary and candid personal story at its heart, this book is a must-read for anyone who drinks. This Naked Mind

will give you freedom from alcohol. It removes the psychological dependence so that you will not crave alcohol, allowing you to easily drink less (or stop drinking). With clarity, humor, and a unique blend of science and storytelling, This Naked Mind will open the door to the life you have been waiting for. "You have given me my live back." —Katy F., Albuquerque, New Mexico "This is an inspiring and groundbreaking must-read. I am forever inspired and changed." —Kate S., Los Angeles, California "The most selfless and amazing book that I have ever read." —Bernie M., Dublin, Ireland

Presentation Zen Design

Simple Design Principles and Techniques to Enhance Your Presentations *Peachpit Press*

In his internationally acclaimed, best-selling book Presentation Zen: Simple Ideas on Presentation Design and Delivery, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.

The Complete Prophecies of Nostradamus *Simon and Schuster*

Here are the complete prophecies of Nostradamus. Nostradamus is the best known and most accurate mystic and seer of all times. There are those who say that he predicted Napoleon and even the attack on the World Trade Center. Read the prophecies and judge for yourself.

Negotiation Genius

How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond *Bantam*

Presents a comprehensive guide to the essential skills, strategies, techniques, and creative mindset of successful negotiation, drawing on the latest behavioral research and real-life case studies to explain how to prepare for and execute negotiations, from identifying opportunities to overcoming resistance and defusing hardball tactics. Reprint. 30,000 first printing.

Summary of Made to Stick

Why Some Ideas Survive and Others Die by Chip Heath

Made to Stick by Chip Heath and Dan Heath - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) Not every bright idea turns out to be a hit, on top of the creativity, you need to make your thoughts catch the attention of you audience. Dive in the anatomy of successful ideas and move forward! Made to Stick tells the cruel truth about the nature of bright ideas; not all of them have success. In order for an idea to "stick", it must be creative and practical but also attractive for your audience. If they don't catch the attention of the public, who is going to support you? Communicating your ideas in the most attractive way is a skill that you must master and through this in-depth guide about "stick messages" you will

become a pro when it comes to having all eyes on your idea. (Note: This summary is wholly written and published by Readtrepreneur It is not affiliated with the original author in any way) "The most basic way to get someone's attention is this: Break a pattern." - Chip Heath Understanding the differences between ideas that thrives and the ones that die is key for your proposal to succeed. In *Made to Stick* you'll get an in-depth look into the anatomy of successful ideas and how to incorporate their principles into yours. With Charles Kahlenberg's method you'll be able to make your ideas shine brighter than others so it has the attention and support you desire. P.S. *Made to Stick* is an extremely helpful book that will give your idea the last characteristic it must have to be successful; the public attention. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away! Why Choose Us, Readtrepreneur? ● Highest Quality Summaries ● Delivers Amazing Knowledge ● Awesome Refresher ● Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

Rules for Revolutionaries

How Big Organizing Can Change Everything *Chelsea Green Publishing*

Lessons from the groundbreaking grassroots campaign that helped launch a new political revolution *Rules for Revolutionaries* is a bold challenge to the political establishment and the "rules" that govern campaign strategy. It tells the story of a breakthrough experiment conducted on the fringes of the Bernie Sanders presidential campaign: A technology-driven team empowered volunteers to build and manage the infrastructure to make seventy-five million calls, launch eight million text messages, and hold more than one-hundred thousand public meetings—in an effort to put Bernie Sanders's insurgent campaign over the top. Bond and Exley, digital iconoclasts who have been reshaping the way politics is practiced in America for two decades, have identified twenty-two rules of "Big Organizing" that can be used to drive social change movements of any kind. And they tell the inside story of one of the most amazing grassroots political campaigns ever run. Fast-paced, provocative, and profound, *Rules for Revolutionaries* stands as a liberating challenge to the low expectations and small thinking that dominates too many advocacy, non-profit, and campaigning organizations—and points the way forward to a future where political revolution is truly possible.

Once Upon a Chef: Weeknight/Weekend

70 Quick-Fix Weeknight Dinners + 30 Luscious Weekend Recipes: A Cookbook *Clarkson Potter*

NEW YORK TIMES BESTSELLER • 70 quick-fix weeknight dinners and 30 luscious weekend recipes that make every day taste extra special, no matter how much time you have to spend in the kitchen—from the beloved bestselling author of *Once Upon a Chef*. "Jennifer's recipes are healthy, approachable, and creative. I literally want to make everything from this cookbook!"—Gina Homolka, author of *The Skinnytaste Cookbook* Jennifer Segal, author of the blog and bestselling cookbook *Once Upon a Chef*, is known for her foolproof, updated spins on everyday classics. Meticulously tested and crafted with an eye toward both flavor and practicality, Jenn's recipes hone in on exactly what you feel like making. Here she devotes whole chapters to fan favorites, from *Marvelous Meatballs* to *Chicken Winners*, and *Breakfast for Dinner* to *Family Feasts*. Whether you decide on sticky-sweet *Barbecued Soy and Ginger Chicken Thighs*; an enlightened and healthy-ish take on *Turkey, Spinach & Cheese Meatballs*; *Chorizo-Style Burgers*; or *Brownie Pudding* that comes together in under thirty minutes, Jenn has you covered.

Small Data

The Tiny Clues That Uncover Huge Trends *Macmillan*

"Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year overseas, closely observing people in their homes. His goal: to uncover their hidden desires and turn them into breakthrough products for the world's leading brands. In a world besotted by the power of Big Data, he works like a modern-day Sherlock Holmes, accumulating small clues to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl's bedroom helped revolutionize 1,000 stores, spread across twenty countries, for one of Europe's largest fashion retailers. In Dubai, a bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159 percent in only a year. And in China, the look of a car dashboard led to the design of the Roomba vacuum - a great American success story. How? Lindstrom connects the dots in this globetrotting narrative that will fascinate not only marketers and brand managers, but anyone interested in the infinite variations of human behavior. The *Desire Hunter* combines armchair travel with forensic psychology into an interlocking series of international clue-gathering detective stories. It presents a rare behind-the-scenes look at what it takes to create global brands; and along the way, reveals surprising and counter-intuitive truths about what connects us all as humans"--