

Borrowing Brilliance The Six Steps To Business Innovation By Building On The Ideas Of Others Author David Kord Murray Apr 2010

A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing.

In *How Come That Idiot's Rich and I'm Not?* bestselling author Robert Shemin reveals for the first time the inner-circle secrets of the mega-wealthy. Have you ever wondered why some people attract wealth while others stay financially trapped and in debt? The key is wealth-friendly, upside-down thinking. Stick with all the old moneymaking rules and stay broke. Break them and get rich. This is the book that shows you how. We've all read about the college kid who made millions on a brainstorm, or the couple who made a fortune in real estate, or the guy in his thirties who waved good-bye to his boss and now lives on his investments. But until now, how they did it—the rules they followed or flouted, the tricks they stumbled on—have remained a mystery. That's about to change. Whether you've been trying to get rich but haven't quite made it yet, or just need the confidence to dream big, this is the book for you. As experienced as Shemin is at showing high-net-worth individuals how to get richer, his real love is helping self-described "financial disasters" earn millions. And he uses his own odds-defying story to illustrate the outside-the-box thinking that gets the job done. Here, you'll learn how to:

- set only one powerful success goal—and make it a big one
- play while your money goes to work
- stop building someone else's business and start building your own
- live and think like a millionaire while you're becoming one
- use the power and "smarts" of other Rich Idiots to help you join the Rich Idiot Club
- add OPI (other people's ideas), OPT (other people's time), and OPE (other people's experience) to do less and make more
- tap into timeless secrets that unlock the energy and spiritual power of money

Learn which three assets you must own to become a Rich Idiot and how to obtain them with little or no money of your own. Learn why Rich Idiots outearn almost all the so-called wealth experts and how you can, too. Above all, learn how doing just one thing a day will bring you to your big goal. In this book, the first to show you what it really takes to achieve financial abundance, Shemin illustrates in a fun, witty way how going against the grain is, in fact, the surest way to gain. Spend just a few pages with Robert and his Rich Idiot friends and you'll be convinced that "if they could do it, I can do it."

Partially incapacitated by a stroke, Thom Kindred returns to his childhood home of Castle Bracken to recuperate amid the comfort of old memories, but his returned brings to life an ancient evil from which Thom's only chance of escape lies in the magical childhood world of fantasy in which he longer believes. Reprint.

'A comprehensive, well-written and beautifully organized book on publishing articles in the humanities and social sciences that will help its readers write forward with a first-rate guide as good company.' - Joan Bolker, author of *Writing Your Dissertation in Fifteen Minutes a Day* 'Humorous, direct, authentic ... a seamless weave of experience, anecdote, and research.' - Kathleen McHugh, professor and director of the UCLA Center for the Study of Women Wendy Laura Belcher's *Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success* is a revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.

Brilliance is a decision, It is time to disrupt your current reality and... Experience Your Shift Into Brilliance. This book is your roadmap, your call to action; your opportunity to create accelerated results professionally, personally and financially. It is time for you to turn every day into a brilliant breakthrough. Shift Your Brilliance will teach you: Strategies for sharpening your focus Steps to clear your vision Actions to harness individual and organizational potential Tools to unearth what really sets you on fire Tips on how to become a Chief Breakthrough Officer It is now time for you to Shift Your Brilliance!

A noted attorney gives detailed instructions on winning arguments, emphasizing such points as learning to speak with the body, avoiding being blinding by brilliance, and recognizing the power of words as a weapon. Reprint.

Hailed as one of the greatest novels of all time and a classic of world literature, *War and Peace* is a tale of strivers in a world fraught with conflict, social and political change, and spiritual confusion, Tolstoy's magnificent work continues to entertain, enlighten, and inspire readers around the world. Both an intimate study of individual passions and an epic history of Russia and its people, 'War and Peace' is nothing more or less than a complete portrait of human existence. Among its many unforgettable characters is Prince Andrey Bolkonsky, a proud, dashing man who, despising the artifice of high society, joins the army to achieve glory. Badly wounded at Austerlitz, he begins to discover the emptiness of everything to which he has devoted himself. His death scene is considered one of the greatest passages in Russian literature. Terror swiftly engulfs the country as Napoleon's army marches on Russia, and the lives of three young people are changed forever. The stories of quixotic Pierre, cynical Andrey and impetuous Natasha interweave with a huge cast, from aristocrats and peasants, to soldiers and Napoleon himself. In *War and Peace* (1868-9), Tolstoy entwines grand themes—conflict and love, birth and death, free will and fate.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's

needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

"This is a terrific book" - Kara Swisher An acclaimed tech reporter reveals the inner workings of Amazon, Facebook, Google, Apple, and Microsoft, showing how to compete with the tech titans using their own playbook. At Amazon, "Day One" is code for inventing like a startup, with little regard for legacy. Day Two is, in Jeff Bezos's own words, "stasis, followed by irrelevance, followed by excruciating, painful decline, followed by death." Most companies today are set up for Day Two. They build advantages and defend them fiercely, rather than invent the future. But Amazon and fellow tech titans Facebook, Google, and Microsoft are operating in Day One: they prioritize reinvention over tradition and collaboration over ownership. Through 130 interviews with insiders, from Mark Zuckerberg to hourly workers, Always Day One reveals the tech giants' blueprint for sustainable success in a business world where no advantage is safe. Companies today can spin up new products at record speed -- thanks to artificial intelligence and cloud computing -- and those who stand still will be picked apart. The tech giants remain dominant because they've built cultures that spark continual reinvention. It might sound radical, but those who don't act like it's always day one do so at their own peril. Kantrowitz uncovers the engine propelling the tech giants' continued dominance at a stage when most big companies begin to decline. And he shows the way forward for everyone who wants to compete with--and beat--the titans.

With half a million copies in print, How to Read a Book is the best and most successful guide to reading comprehension for the general reader, completely rewritten and updated with new material. A CNN Book of the Week: "Explains not just why we should read books, but how we should read them. It's masterfully done." --Farheed Zakaria Originally published in 1940, this book is a rare phenomenon, a living classic that introduces and elucidates the various levels of reading and how to achieve them—from elementary reading, through systematic skimming and inspectional reading, to speed reading. Readers will learn when and how to "judge a book by its cover," and also how to X-ray it, read critically, and extract the author's message from the text. Also included is instruction in the different techniques that work best for reading particular genres, such as practical books, imaginative literature, plays, poetry, history, science and mathematics, philosophy and social science works. Finally, the authors offer a recommended reading list and supply reading tests you can use measure your own progress in reading skills, comprehension, and speed.

The must-read summary of David Kord Murray's book: "Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others". This complete summary of the ideas from David Kord Murray's book "Borrowing Brilliance" shows that that new ideas are always constructed out of existing ideas. What appears to be genuinely original ideas always combine snippets of one idea with parts of another to come up with something which has never before been combined in that way. To be specific, when you look at the creative process from a big picture perspective, you'll always find the genesis of any new idea comes through a six-step process. By working through this six-step process, you come up with something new which combines aspects or elements of old and established ideas into a different mix. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Borrowing Brilliance" and discover where to borrow the materials from and how to put them together and determine your creative ability.

Employees who possess problem-solving skills are highly valued in today's competitive business environment. The question is how can employees learn to deal in innovative ways with new data, methods, people, and technologies? In this groundbreaking book, Arthur VanGundy -- a pioneer in the field of idea generation and problem solving -- has compiled 101 group activities that combine to make a unique resource for trainers, facilitators, and human resource professionals. The book is filled with idea-generation activities that simultaneously teach the underlying problem-solving and creativity techniques involved. Each of the book's 101 engaging and thought-provoking activities includes facilitator notes and advice on when and how to use the activity. Using 101 Activities for Teaching Creativity and Problem Solving will give you the information and tools you need to: Generate creative ideas to solve problems. Avoid patterned and negative thinking. Engage in activities that are guaranteed to spark ideas. Use proven techniques for brainstorming with groups. Order your copy today.

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

For everyone who loved You Are a Badass and The Subtle Art of Not Giving a F*ck -- a cut-through-the-crap guide to quitting the self-destructive habits that undermine happiness and success How to Stop Feeling Like Sh*t is a straight-shooting approach to self-improvement for women, one that offers no-crap truth-telling about the most common self-destructive behaviors women tend to engage in. From listening to the imposter complex and bitchy inner critic to catastrophizing and people-pleasing, Andrea Owen -- a nationally sought-after life coach -- crystallizes what's behind these invisible, undermining habits. With each chapter, she kicks women's gears out of autopilot and empowers them to create happier, more fulfilling lives. Powerfully on-the-mark, the chapters are short and digestible, nicely bypassing weighty examinations in favor of punch-points of awareness.

The fourth book in the internationally bestselling Septimus Heap series by Angie Sage, featuring the funny and fantastic adventures of a wizard apprentice and his quest to become an ExtraOrdinary Wizard. New York Times Bestselling Series "Breezy charm, gusts of spectacular Magyk and a buoyant plot combining drama and comedy in just the

right proportions.” —Kirkus Reviews (starred review) “The Septimus Heap series remains one of the best outcomes of the young-wizard furor catalyzed by Harry Potter.” —ALA Booklist There's trouble at the Castle, and it's all because Merrin Meredith has returned with Darke plans for Septimus. More trouble awaits Septimus and Jenna in the form of Tertius Fume, the ghost of the very first Chief Hermetic Scribe, who is determined to send Septimus on a deadly Queste. But Septimus and Jenna have other plans—they are headed for the mysterious House of Foryx, a place where all Time meets and the place where they fervently hope they will be able to find Nicko and Snorri, who were trapped back in time in Physik. But how will Septimus escape the Queste?

THERE IS NO SUCH THING AS A TRULY ORIGINAL IDEA Great thinkers through history - Sir Isaac Newton, Charles Darwin, Bill Gates, Steve Jobs - have understood this and used it to their advantage. Now you can too, with the help of David Murray's practical six-step 'borrowing' process. Borrowing isn't really intellectual theft; it's the core creative thinking technique. Contrary to what many of us believe, creativity can be learned and is easily within reach. Using practical lessons from the careers of brilliant thinkers, Murray lifts the veil off the creative process, showing us how to tap into our own creativity and become the innovators we'd love to be. 'Everything a business book should be. A great concept brilliantly expressed in an interesting and well-written book.' Al Ries, author of Positioning and War in the Boardroom

Create products and services your consumers can't pass up--without the high cost of development Success is all about connections. Debra Kaye explodes conventional thinking about innovation and provides an approach that anyone or any business can use to expose the crucial links among observations, experiences, facts, and feelings that on the surface do not seem related--but are--to uncover fresh, brilliant insights. In Red Thread Thinking, Kaye shows you how to weave originality from disparate information and turn it into a product or service that can shake up the marketplace--and your business. What sets Red Thread Thinking apart from other books is that it reveals exactly how to identify and understand hidden cultural codes and shifts in consumer perceptions that speak to emerging and existing markets and, as a result, catapult fresh products to iconic status. A mold-breaking system, Red Thread Thinking sharpens your innovation skills and can assist in problem solving, whether preparing a talk, pitching a project to your colleagues and boss, managing staff in a more productive way, or taking business to a new level. Learn the ways of Red Thread Thinking: Red Thread One: "Innovation--It's All in Your Head"--We can fire up our brains to become better at observing and interpreting what we see around us Red Thread Two: "Everything Old is New"--Take a fresh look at the past to gain remarkable advantage Red Thread Three: "People: The Strangest Animals in the Zoo"--Know what makes your market tick, and you'll know what makes them spend Red Thread Four: "What You See Is What You Get"--Learn how to create an entirely new and accessible "language" to make your product stand out and be universally understood Red Thread Five: "The Force of Passion"--Persevere, review, and refine your ideas without compromising your integrity or core beliefs. Red Thread Thinking teaches you to activate your own knowledge and resources to make better connections, have more and superior insights, and apply history as a valuable source for future-leaning innovation. Praise for Red Thread Thinking "Red Thread Thinking weaves a marvelous tapestry of insight and wisdom. A must read for entrepreneurs hoping to take their ideas from fuzzy to firm." -- Susan Cain, New York Times bestselling author of Quiet: The Power of Introverts in a World That Can't Stop Talking "Red Thread Thinking provides a deliberate system to create a 'revolution in your mind'--the first order of business for any innovator who wants to shift the consumer landscape and offer value and usefulness to customers. The book is filled with practical information that will help you expand your thinking." -- Jay Walker, Chairman, Walker Digital; founder of Priceline.com "A fascinating read that should hearten anyone who wants to apply proven strategies to the act of collecting and connecting dots that exist for us all--if only we'd stop and notice." -- Danny Meyer, New York Times bestselling author of Setting the Table: The Transforming Power of Hospitality in Business "In Red Thread Thinking, Debra Kaye offers a framework for innovation that embraces--indeed harnesses--the power of serendipity, free association, and our mind's elastic ability to see what's new in the familiar." -- Jean-Marie Dru, Chairman, TBWA Worldwide "Debra Kaye has created an approach to innovation that combines simple, pragmatic steps on the journey of innovation to benefit any serious entrepreneur or manager who believes innovation is central to business and that it is not the mysterious privilege of a few." -- Thomas Pinnau, Chief Executive Officer, Knowledge Universe Work-Life Solutions "Red Thread Thinking offers a compelling framework for the modern-d

Drastic reduction of carbon emissions is vital if we are to avoid a catastrophe that devastates large parts of the world. Governments and businesses have been slow to act - individuals need to take the lead now if we are to avoid climate chaos. Each Westener is responsible for an average 10 - 20 tonnes of carbon emissions each year (depending on where you live). In How to Live a Low-Carbon Life, Chris Goodall shows how easy it is to take responsibility, providing a comprehensive, one-stop reference guide to calculating your CO2 emissions and reducing them to a more sustainable 2 tonnes a year. This fully revised and expanded new edition takes into account new government targets on emissions reductions and includes up-to-date calculations and extensive graphics clearly laying out the path to a low-carbon life.

A Course for Nonnative Speakers of English. Genre-based approach. Includes units such as graphs and commenting on other data and research papers.

By the New York Times bestselling author of The Bone Clocks | Shortlisted for the Man Booker Prize A postmodern visionary and one of the leading voices in twenty-first-century fiction, David Mitchell combines flat-out adventure, a Nabokovian love of puzzles, a keen eye for character, and a taste for mind-bending, philosophical and scientific speculation in the tradition of Umberto Eco, Haruki Murakami, and Philip K. Dick. The result is brilliantly original fiction as profound as it is playful. In this groundbreaking novel, an influential favorite among a new generation of writers, Mitchell explores with daring artistry fundamental questions of reality and identity. Cloud Atlas begins in 1850 with Adam Ewing, an American notary voyaging from the Chatham Isles to his home in California. Along the way, Ewing is befriended by a physician, Dr. Goose, who begins to treat him for a rare species of brain parasite. . . . Abruptly, the action jumps to Belgium in 1931, where Robert Frobisher, a disinherited bisexual composer, contrives his way into the household of an infirm maestro who has a beguiling wife and a nubile daughter. . . . From there we jump to the West Coast in the 1970s and a troubled reporter named Luisa Rey, who stumbles upon a web of corporate greed and murder that threatens to claim her life. . . . And onward, with dazzling virtuosity, to an inglorious present-day England; to a Korean superstate of the near future where neocapitalism has run amok; and, finally, to a postapocalyptic Iron Age Hawaii in the last days of history. But the story doesn't end even there. The narrative then boomerangs back through centuries and space, returning by the same route, in reverse, to its starting point.

Along the way, Mitchell reveals how his disparate characters connect, how their fates intertwine, and how their souls drift across time like clouds across the sky. As wild as a videogame, as mysterious as a Zen koan, Cloud Atlas is an unforgettable tour de force that, like its incomparable author, has transcended its cult classic status to become a worldwide phenomenon. Praise for Cloud Atlas “[David] Mitchell is, clearly, a genius. He writes as though at the helm of some perpetual dream machine, can evidently do anything, and his ambition is written in magma across this novel’s every page.”—The New York Times Book Review “One of those how-the-holy-hell-did-he-do-it? modern classics that no doubt is—and should be—read by any student of contemporary literature.”—Dave Eggers “Wildly entertaining . . . a head rush, both action-packed and chillingly ruminative.”—People “The novel as series of nested dolls or Chinese boxes, a puzzle-book, and yet—not just dazzling, amusing, or clever but heartbreaking and passionate, too. I’ve never read anything quite like it, and I’m grateful to have lived, for a while, in all its many worlds.”—Michael Chabon “Cloud Atlas ought to make [Mitchell] famous on both sides of the Atlantic as a writer whose fearlessness is matched by his talent.”—The Washington Post Book World “Thrilling . . . One of the biggest joys in Cloud Atlas is watching Mitchell sashay from genre to genre without a hitch in his dance step.”—Boston Sunday Globe “Grand and elaborate . . . [Mitchell] creates a world and language at once foreign and strange, yet strikingly familiar and intimate.”—Los Angeles Times

Influence the Influencers in Your Life "I've known Dirk Schlimm for years, and observed with admiration his ability to work effectively with powerful people while sustaining his own core values. His topic is important, and his experience has given him a deep practical wisdom." --Jim Collins, author, Good to Great "For every 'powerful person' who has influenced history, there are three or four people behind the scenes without whom history would never have changed. Vision and drive for implementation are never enough. Dirk Schlimm's book is about how to accomplish the work of real change in the real world by doing the hard work that rarely gets noticed." --Governor Howard Dean, Chairman Emeritus, The Democratic National Committee "Influencing Powerful People provides invaluable insights into this dynamic--insights that will assist anyone to be more effective and successful." --Peter Jewett, Chair, Corporate Department, Torys LLP About the Book Dealing with powerful people can be intimidating. Many of them have reached the height of achievement through a combination of charm, confidence, and rilliance, and they certainly deserve our dmiration and respect. More than likely, owever, they also succeeded as a result of their relentless drive and, in the process, developed reputations for being intense, demanding, and temperamental. How do you keep up with such individuals, gain their confidence, contribute to their enterprise, and ensure that your ideas count? Influencing Powerful People provides you with the tools you need to connect and get results with key influencers and decision makers--chief executives, department heads, supervisors, and anyone else in a position of authority. Author Dirk Schlimm, who has frontline experience working with "larger-than-life" leaders, provides sixteen proven rules for working successfully with the powerful people in your life--whether your boss, client, partner, associate, or international counterpart. These rules include: Adopt the role of a "helper" Counter ego with humility Appreciate who they are and what they do Do the things they can't Become an effective counterweight It's not about giving up your values or telling them what they want to hear--in fact, what powerful people need most often is your loyalty and unbiased perspective. It's about learning to build a relationship and communicating in a way that gets their attention. It's about strategically managing and adapting your everyday behavior so that the powerful people in your life gain confidence in you, appreciate your contribution, and listen to you when charting their course. No matter what your level in an organization, Influencing Powerful People holds the key to ensuring that you make an impact, earn respect, and progress to even greater achievement and responsibility.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that’s been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they’re almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world’s first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world’s most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can’t match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

On seventeen occasions, award-winning novelist Maggie O’Farrell has stared death in the face—and lived to tell the tale. In this astonishing memoir, the New York Times bestselling author of Hamnet shares the near-death experiences that have punctuated and defined her life. The childhood illness that left her bedridden for a year, which she was not expected to survive. A teenage yearning to escape that nearly ended in disaster. An encounter with a disturbed man on a remote path. And, most terrifying of all, an ongoing, daily struggle to protect her daughter from a condition that leaves her unimaginably vulnerable to life’s myriad dangers. Here, O’Farrell stiches together these discrete encounters to tell the story of her entire life. In taut prose that vibrates with electricity and restrained emotion, she captures the perils running just beneath the surface, and illuminates the preciousness, beauty, and mysteries of life itself.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

This new edition of Entrepreneurial Financial Management presents an applied, realistic view of finance for today’s entrepreneurs. The book provides an integrated set of concepts and applications, drawn from entrepreneurship, finance, and accounting, that will prepare aspiring entrepreneurs for the world they are likely to face as they start their new businesses. The book’s contents are designed to follow the life cycle of a new business venture. Topics are covered in the order that entrepreneurs can expect to encounter them as they begin the process of business start-up and move into growing the business. A comprehensive financial spreadsheet template is included with the book. This tool allows for the application of many of the concepts to actual businesses, and can be a valuable supplement to the process of developing a full business plan. The financial spreadsheet templates are available for unlimited free downloads at Professor Cornwall’s blog site: www.drjeffcornwall.com. Key Changes in the Third Edition • The authors have added material on how the book’s financial templates align with business modeling. • The financial templates have been updated and now include more up-to-date assumptions on benefit costs. • There is updated coverage of debt and equity financing due to new regulations and evolving investor expectations. • The bootstrapping chapter has been revised to reflect the explosion of social media and its impact on bootstrap marketing.

"Coyle spent three years researching the question of what makes a successful group tick, visiting some of the world's most productive groups--including Pixar, Navy SEALs, Zappos, IDEO, and the San Antonio Spurs. Coyle discovered that high-performing groups ... generate three key messages that enable them to excel: 1. Safety (we are connected), 2. Shared risk (we are vulnerable together), 3. Purpose (we are part of the same story)"--

Borrowing Brilliance The Six Steps to Business Innovation by Building on the Ideas of Others Penguin

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

Definitive novel of the "Lost Generation" focuses on the coming of age of Amory Blaine, a handsome, wealthy Princeton student. Fitzgerald's first novel and an immediate, spectacular success. Note.

In a book poised to become the bible of innovation, a renowned creativity expert reveals the key to the creative process--"borrowing". As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. In Borrowing Brilliance he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business innovation: ?Defining-Define the problem you're trying to solve. ?Borrowing-Borrow ideas from places with a similar problem. ?Combining-Connect and combine these borrowed ideas. ?Incubating-Allow the combinations to incubate into a solution. ?Judging-Identify the strength and weakness of the solution. ?Enhancing-Eliminate weak points while enhancing strong ones. Each chapter features real-life examples of brilliant borrowers, including profiles of Larry Page and Sergey Brin (the Google guys), George Lucas, Steve Jobs, and other creative thinkers. Murray used these methods to re-create his own career and he shows readers how to harness them to find creative solutions.

A major work by one of the more innovative thinkers of our time, Politics of Nature does nothing less than establish the conceptual context for political ecology--transplanting the terms of ecology into more fertile philosophical soil than its proponents have thus far envisioned. Bruno Latour announces his project dramatically: "Political ecology has nothing whatsoever to do with nature, this jumble of Greek philosophy, French Cartesianism and American parks." Nature, he asserts, far from being an obvious domain of reality, is a way of assembling political order without due process. Thus, his book proposes an end to the old dichotomy between nature and society--and the constitution, in its place, of a collective, a community incorporating humans and nonhumans and building on the experiences of the sciences as they are actually practiced. In a critique of the distinction between fact and value, Latour suggests a redescription of the type of political philosophy implicated in such a "commonsense" division--which here reveals itself as distinctly uncommonsensical and in fact fatal to democracy and to a healthy development of the sciences. Moving beyond the modernist institutions of "mononaturalism" and "multiculturalism," Latour develops the idea of "multinaturalism," a complex collectivity determined not by outside experts claiming absolute reason but by "diplomats" who are flexible and open to experimentation. Table of Contents: Introduction: What Is to Be Done with Political Ecology? 1. Why Political Ecology Has to Let Go of Nature First, Get Out of the Cave Ecological Crisis or Crisis of Objectivity? The End of Nature The Pitfall of "Social Representations" of Nature The Fragile Aid of Comparative Anthropology What Successor for the Bicameral Collective? 2. How to Bring the Collective Together Difficulties in Convoking the Collective First Division: Learning to Be Circumspect with Spokespersons Second Division: Associations of Humans and Nonhumans Third Division between Humans and Nonhumans: Reality and Recalcitrance A More or Less Articulated Collective The Return to Civil Peace 3. A New Separation of Powers Some Disadvantages of the Concepts of Fact and Value The Power to Take into Account and the Power to Put in Order The Collective's Two Powers of Representation Verifying That the Essential Guarantees Have Been Maintained A New Exteriority 4. Skills for the Collective The Third Nature and the Quarrel between the Two "Eco" Sciences Contribution of the Professions to the Procedures of the Houses The Work of the Houses The Common Dwelling, the Oikos 5. Exploring Common Worlds Time's Two Arrows The Learning Curve The Third Power and the Question of the State The Exercise of Diplomacy War and Peace for the Sciences Conclusion: What Is to Be Done? Political Ecology! Summary of the Argument (for Readers in a Hurry...) Glossary Notes Bibliography Index From the book: What is to be done with political ecology? Nothing. What is to be done? Political ecology! All those who have hoped that the politics of nature would bring about a renewal of public life have asked the first question, while noting the stagnation of the so-called "green" movements. They would like very much to know why so promising an endeavor has so often come to naught. Appearances notwithstanding, everyone is bound to answer the second question the same way. We have no choice: politics does not fall neatly on one side of a divide and nature on the other. From the time the term "politics" was invented, every type of politics has been defined by its relation to nature, whose every feature, property, and function depends on the polemical will to limit, reform, establish, short-circuit, or enlighten public life. As a result, we cannot choose whether to engage in it surreptitiously, by distinguishing between questions of nature and questions of politics, or explicitly, by treating those two sets of questions as a single issue that arises for all collectives. While the ecology movements tell us that nature is rapidly invading politics, we shall have to imagine - most often aligning ourselves with these movements but sometimes against them - what a politics finally freed from the sword of Damocles we call nature might be like.

The People Equation Why Innovation Is People, Not Products Every business leader knows that the key to growth is innovation—if you do what you've always done, you'll get what you've always got. Deborah Perry Piscione and David Crawley argue that ultimately the key to innovation is people. After all, creativity is a uniquely human function, something that can't be automated. So how do you design an organization so that it provides the elements that will bear new thinking and bring forth bold ideas? Through The People Equation. Based on examples from their consulting work and research into successful business practices, Perry Piscione and Crawley's The People Equation enables leaders to create a culture where psychological safety is a given, risk taking is embraced, and collaboration between highly competent people is nurtured, and when experiments and new initiatives look promising, they can quickly be developed and brought to market. This requires upending the usual organizational pyramid and instilling a completely new mindset throughout the organization. Perry Piscione and Crawley show that in our rapidly changing world, the top is not where the really disruptive ideas are going to come from. And if people are afraid to take chances, even fail, you're never going to get those ideas—playing it safe means you'll be out of the game. The People Equation provides you with a formula for exponentially

increasing out-of-the-box thinking in your organization and multiplying your chances for greater growth and success.

NEW YORK TIMES BEST SELLER • A grand, devastating portrait of three generations of the Sackler family, famed for their philanthropy, whose fortune was built by Valium and whose reputation was destroyed by OxyContin. From the prize-winning and bestselling author of *Say Nothing*, as featured in the HBO documentary *Crime of the Century*. The Sackler name adorns the walls of many storied institutions—Harvard, the Metropolitan Museum of Art, Oxford, the Louvre. They are one of the richest families in the world, known for their lavish donations to the arts and the sciences. The source of the family fortune was vague, however, until it emerged that the Sacklers were responsible for making and marketing a blockbuster painkiller that was the catalyst for the opioid crisis. *Empire of Pain* begins with the story of three doctor brothers, Raymond, Mortimer and the incalculably energetic Arthur, who weathered the poverty of the Great Depression and appalling anti-Semitism. Working at a barbaric mental institution, Arthur saw a better way and conducted groundbreaking research into drug treatments. He also had a genius for marketing, especially for pharmaceuticals, and bought a small ad firm. Arthur devised the marketing for Valium, and built the first great Sackler fortune. He purchased a drug manufacturer, Purdue Frederick, which would be run by Raymond and Mortimer. The brothers began collecting art, and wives, and grand residences in exotic locales. Their children and grandchildren grew up in luxury. Forty years later, Raymond's son Richard ran the family-owned Purdue. The template Arthur Sackler created to sell Valium—co-opting doctors, influencing the FDA, downplaying the drug's addictiveness—was employed to launch a far more potent product: OxyContin. The drug went on to generate some thirty-five billion dollars in revenue, and to launch a public health crisis in which hundreds of thousands would die. This is the saga of three generations of a single family and the mark they would leave on the world, a tale that moves from the bustling streets of early twentieth-century Brooklyn to the seaside palaces of Greenwich, Connecticut, and Cap d'Antibes to the corridors of power in Washington, D.C. *Empire of Pain* chronicles the multiple investigations of the Sacklers and their company, and the scorched-earth legal tactics that the family has used to evade accountability. The history of the Sackler dynasty is rife with drama—baroque personal lives; bitter disputes over estates; fistfights in boardrooms; glittering art collections; Machiavellian courtroom maneuvers; and the calculated use of money to burnish reputations and crush the less powerful. *Empire of Pain* is a masterpiece of narrative reporting and writing, exhaustively documented and ferociously compelling. It is a portrait of the excesses of America's second Gilded Age, a study of impunity among the super elite and a relentless investigation of the naked greed and indifference to human suffering that built one of the world's great fortunes.

Take control of your communications—before someone else does What if someone told you that your behavior was controlled by a powerful, invisible force? Most of us would be skeptical of such a claim—but it's largely true. Our brains are constantly transmitting and receiving signals of which we are unaware. Studies show that these constant inputs drive the great majority of our decisions about what to do next—and we become conscious of the decisions only after we start acting on them. Many may find that disturbing. But the implications for leadership are profound. In this provocative yet practical book, renowned speaking coach and communication expert Nick Morgan highlights recent research that shows how humans are programmed to respond to the nonverbal cues of others—subtle gestures, sounds, and signals—that elicit emotion. He then provides a clear, useful framework of seven “power cues” that will be essential for any leader in business, the public sector, or almost any context. You'll learn crucial skills, from measuring nonverbal signs of confidence, to the art and practice of gestures and vocal tones, to figuring out what your gut is really telling you. This concise and engaging guide will help leaders and aspiring leaders of all stripes to connect powerfully, communicate more effectively, and command influence.

A former executive at Intuit argues that the biggest mistake companies make is stubbornly sticking to a plan that is no longer working and instead suggests that organizations create an "adaption plan" that can be adjusted as the unexpected unfolds. By the author of *Borrowing Brilliance*.

Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. *Monetizing Innovations* argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In *Monetizing Innovation*, they distil the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo “spray and pray” style of innovation, *Monetizing Innovation* presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. *Monetizing Innovation* presents a new way forward, and a clear promise: Go from hope to certainty.

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