

## The Laws Of Medicine Ted

The #1 NEW YORK TIMES Bestseller The basis for the PBS Ken Burns Documentary The Gene: An Intimate History From the Pulitzer Prize-winning author of The Emperor of All Maladies—a fascinating history of the gene and “a magisterial account of how human minds have laboriously, ingeniously picked apart what makes us tick” (Elle). "Sid Mukherjee has the uncanny ability to bring together science, history, and the future in a way that is understandable and riveting, guiding us through both time and the mystery of life itself." –Ken Burns “Dr. Siddhartha Mukherjee dazzled readers with his Pulitzer Prize-winning The Emperor of All Maladies in 2010. That achievement was evidently just a warm-up for his virtuoso performance in The Gene: An Intimate History, in which he braids science, history, and memoir into an epic with all the range and biblical thunder of Paradise Lost” (The New York Times). In this biography Mukherjee brings to life the quest to understand human heredity and its surprising influence on our lives, personalities, identities, fates, and choices. “Mukherjee expresses abstract intellectual ideas through emotional stories...[and] swaddles his medical rigor with rhapsodic tenderness, surprising vulnerability, and occasional flashes of pure poetry” (The Washington Post). Throughout, the story of Mukherjee’s own family—with its tragic and bewildering history of mental illness—reminds us of the questions that hang over our ability to translate the science of genetics from the laboratory to the real world. In riveting and dramatic prose, he describes the centuries of research and experimentation—from Aristotle and Pythagoras to Mendel and Darwin, from Boveri and Morgan to Crick, Watson and Franklin, all the way through the revolutionary twenty-first century innovators who mapped the human genome. “A fascinating and often sobering history of how humans came to understand the roles of genes in making us who we are—and what our manipulation of those genes might mean for our future” (Milwaukee Journal-Sentinel), The Gene is the revelatory and magisterial history of a scientific idea coming to life, the most crucial science of our time, intimately explained by a master. “The Gene is a book we all should read” (USA TODAY).

The Laws of Medicine follows Pulitzer-Prize-winning author, Dr Mukherjee as he investigates some of the most perplexing and illuminating cases of his career - the cases that ultimately led him to identify the three key principles that govern medicine. As a young medical student, Mukherjee discovered The Youngest Science, a book that changed the way he understood the medical profession and forced him to ask himself an urgent, fundamental question: Is medicine a 'science'? Science must have laws - statements of truth based on repeated experiments that describe some universal attribute of nature. Dr Mukherjee has spent his career pondering whether the 'youngest science' has laws like the other sciences, culminating in this treatise The Laws of Medicine. Law 1: Rumours are more important than tests. Law 2: The piece of data that does not fit your model is the most crucial piece of data that you own. Law 3: For every perfect medical experiment, there is a perfect human bias. Brimming with fascinating historical details and modern medical wonders, this book is a glimpse into the struggles and Eureka! moments rarely seen by those outside the profession.

Allergies, asthma, obesity, acne: these are just a few of the conditions that may be caused—and someday cured—by the microscopic life inside us. The key is to understand how this groundbreaking science influences your health, mood, and more. In just the last few years, scientists have shown how the microscopic life within our bodies— particularly within our intestines—has an astonishing impact on our lives. Your health, mood, sleep patterns, eating preferences—even your likelihood of getting bitten by mosquitoes—can be traced in part to the tiny creatures that live on and inside of us. In Follow Your Gut, pioneering scientist Rob Knight pairs with award-winning science journalist Brendan Buhler to

explain—with good humor and easy-to-grasp examples—why these new findings matter to everyone. They lead a detailed tour of the previously unseen world inside our bodies, calling out the diseases and conditions believed to be most directly impacted by them. With a practical eye toward deeper knowledge and better decisions, they also explore the known effects of antibiotics, probiotics, diet choice and even birth method on our children's lifelong health. Ultimately, this pioneering book explains how to learn about your own microbiome and take steps toward understanding and improving your health, using the latest research as a guide.

The author explores the status of being a misfit as something to be embraced, and social misfits as being individuals of value who have a place in society, in a work that encourages people who have had difficulty finding their way to pursue their goals.

A reasoned yet urgent call to embrace and protect the essential, practical human quality that has been drummed out of our lives: wisdom. It's in our nature to want to succeed. It's also human nature to want to do right. But we've lost how to balance the two. How do we get it back? Practical Wisdom can help. "Practical wisdom" is the essential human quality that combines the fruits of our individual experiences with our empathy and intellect—an aim that Aristotle identified millennia ago. It's learning "the right way to do the right thing in a particular circumstance, with a particular person, at a particular time." But we have forgotten how to do this. In Practical Wisdom, Barry Schwartz and Kenneth Sharpe illuminate how to get back in touch with our wisdom: how to identify it, cultivate it, and enact it, and how to make ourselves healthier, wealthier, and wiser.

An assessment of cancer addresses both the courageous battles against the disease and the misperceptions and hubris that have compromised modern understandings, providing coverage of such topics as ancient-world surgeries and the development of present-day treatments. Reprint. Best-selling winner of the Pulitzer Prize. Includes reading-group guide.

**ANGER MANAGEMENT: How to Deal With Your Anger, Frustration, and Temper to Avoid Anger Management Classes** This book is intended to be an exceptionally delicate yet exhaustive manual for issues discussed in numerous anger management care groups, direct sessions hung on a coordinated premise, and other treatment focuses. This book is particularly written to manage anger in children, youngsters, grown-ups both men and ladies, couples, families and any individual who pretty much needs to adequately control their anger sessions. Anger management online can be utilized adequately as a part of any circumstance for anybody and that is the reason this anger management book is composed i.e. to suit diverse sorts of individuals. When you finish reading this book, you will have a strong comprehension of how to deal with anger and you will be OK with the hidden secrets and essential tips, e.g. Yoga, that are expected to help manage your anger and that of your loved ones. Here is just a glimpse of what is contained in this book: - Discovering anger management - How to manage anger and behavioral issues in children - How to take care of your anger issues and those of your loved ones, and - Many other anger management secrets which you will discover while reading the book. Anger issues in grown-ups are not the same as that of adolescents and children. Children don't confront nor do they comprehend circumstances and difficulties which grown-ups face regarding the matter of managing feelings like anger in day by day life. Grown-ups can profit by perusing about anger management arrangements offered online in anger management books, particularly this one. Couples too could incredibly benefit by reading this anger management book. Do you suspect you have or know someone with anger management issues? Are you thinking of taking or enrolling someone you know in anger management classes? Then this book is designed for someone like you who is looking for answers on how to deal with your anger, frustration and temper to avoid anger management classes. Thanks for downloading this book, I hope you enjoy it!

Forensic metrology is the application of scientific measurement to the investigation and prosecution of crime. Forensic measurements are

relied upon to determine breath and blood alcohol and drug concentrations, weigh seized drugs, perform accident reconstruction, and for many other applications. Forensic metrology provides a basic framework for th

A riveting, incisive, and wide-ranging book about the Right to Die movement, and the doctors, patients, and activists at the heart of this increasingly urgent issue. More states and countries are passing right-to-die laws that allow the sick and suffering to end their lives at pre-planned moments, with the help of physicians. But even where these laws exist, they leave many people behind. *The Inevitable* moves beyond margins of the law to the people who are meticulously planning their final hours—far from medical offices, legislative chambers, hospital ethics committees, and polite conversation. It also shines a light on the people who help them: loved ones and, sometimes, clandestine groups on the Internet that together form the “euthanasia underground.” Katie Engelhart, a veteran journalist, focuses on six people representing different aspects of the right to die debate. Two are doctors: a California physician who runs a boutique assisted death clinic and has written more lethal prescriptions than anyone else in the U.S.; an Australian named Philip Nitschke who lost his medical license for teaching people how to end their lives painlessly and peacefully at “DIY Death” workshops. The other four chapters belong to people who said they wanted to die because they were suffering unbearably—of old age, chronic illness, dementia, and mental anguish—and saw suicide as their only option. Spanning North America, Europe, and Australia, *The Inevitable* offers a deeply reported and fearless look at a morally tangled subject. It introduces readers to ordinary people who are fighting to find dignity and authenticity in the final hours of their lives.

Today we have greater wealth, health, opportunity, and choice than at any time in history. Yet a chorus of intellectuals and politicians laments our current condition -- as slaves to technology, coarsened by popular culture, and insecure in the face of economic change. The future, they tell us, is dangerously out of control, and unless we precisely govern the forces of change, we risk disaster. In *The Future and Its Enemies*, Virginia Postrel explodes the myths behind these claims. Using examples that range from medicine to fashion, she explores how progress truly occurs and demonstrates that human betterment depends not on conformity to one central vision but on creativity and decentralized, open-ended trial and error. She argues that these two opposing world-views -- "stasis" vs. "dynamism" -- are replacing "left" and "right" to define our cultural and political debate as we enter the next century. In this bold exploration of how civilizations learn, Postrel heralds a fundamental shift in the way we view politics, culture, technology, and society as we face an unknown -- and invigorating -- future.

Humorously illustrated by Hannah Tuohy, "Ted & Pad at the Lake," the second in the Teddy Tales "I Can Read" trio, stars house cats, Teddy and Paddy. The picture book will delight young children who will quickly master reading its simple story and learn to recognize basic numbers. This second book contains sentences composed primarily of simple

four-letter words: "Ted & Pad ride a bike."

"Traditionally, scientists have emphasized what they call the first and second natures of personality--genes and culture, respectively. But today the field of personality science has moved well beyond the nature vs. nurture debate. In *Who Are You, Really?* Dr. Brian Little presents a distinctive view of how personality shapes our lives--and why this matters. Little makes the case for a third nature to the human condition--the pursuit of personal projects, idealistic dreams, and creative ventures that shape both people's lives and their personalities. Little uncovers what personality science has been discovering about the role of personal projects, revealing how this new concept can help people better understand themselves and shape their lives" -- provided by publisher.

Essential, required reading for doctors and patients alike: A Pulitzer Prize-winning author and one of the world's premiere cancer researchers reveals an urgent philosophy on the little-known principles that govern medicine—and how understanding these principles can empower us all. Over a decade ago, when Siddhartha Mukherjee was a young, exhausted, and isolated medical resident, he discovered a book that would forever change the way he understood the medical profession. The book, *The Youngest Science*, forced Dr. Mukherjee to ask himself an urgent, fundamental question: Is medicine a “science”? Sciences must have laws—statements of truth based on repeated experiments that describe some universal attribute of nature. But does medicine have laws like other sciences? Dr. Mukherjee has spent his career pondering this question—a question that would ultimately produce some of most serious thinking he would do around the tenets of his discipline—culminating in *The Laws of Medicine*. In this important treatise, he investigates the most perplexing and illuminating cases of his career that ultimately led him to identify the three key principles that govern medicine. Brimming with fascinating historical details and modern medical wonders, this important book is a fascinating glimpse into the struggles and Eureka! moments that people outside of the medical profession rarely see. Written with Dr. Mukherjee's signature eloquence and passionate prose, *The Laws of Medicine* is a critical read, not just for those in the medical profession, but for everyone who is moved to better understand how their health and well-being is being treated. Ultimately, this book lays the groundwork for a new way of understanding medicine, now and into the future.

For the first time, scientists could have the knowledge to prevent a natural disaster epic in scale—an asteroid hitting the earth and in this exciting, adventuresome book, Carrie Nugent explains how. What are asteroids, and where do they come from? And, most urgently: Are they going to hit the Earth? What would happen if one was on its way? Carrie Nugent is an asteroid hunter—part of a group of scientists working to map our cosmic neighborhood. For the first time ever, we are reaching the point where we may be able to prevent the horrible natural disaster that would result from an asteroid collision. In *Asteroid Hunters*, Nugent reveals what known impact asteroids have had: the extinction of the

dinosaurs, the earth-sized hole Shoemaker Levy 9 left in Jupiter just a few decades ago, how the meteorite that bursted over Chelyabinsk in Russia could have started a war, and unlucky Ms. Anne Hodges—the only person (that we know of) in US history to be the victim of a direct hit. Nugent also introduces the telescope she uses to detect near-Earth asteroids. Ultimately, detection is the key to preventing asteroid impact, and these specialized scientists are working to prevent the unthinkable from happening. If successful, asteroid hunting will lead to the first natural disaster humans have the know-how and the technology to prevent. The successful hunt and mapping of asteroids could mean nothing less than saving life on earth.

The idea was deceptively simple: New York Times bestselling author A.J. Jacobs decided to thank every single person involved in producing his morning cup of coffee. The resulting journey takes him across the globe, transforms his life, and reveals secrets about how gratitude can make us all happier, more generous, and more connected. Author A.J. Jacobs discovers that his coffee—and every other item in our lives—would not be possible without hundreds of people we usually take for granted: farmers, chemists, artists, presidents, truckers, mechanics, biologists, miners, smugglers, and goatherds. By thanking these people face to face, Jacobs finds some much-needed brightness in his life. Gratitude does not come naturally to Jacobs—his disposition is more Larry David than Tom Hanks—but he sets off on the journey on a dare from his son. And by the end, it's clear to him that scientific research on gratitude is true. Gratitude's benefits are legion: It improves compassion, heals your body, and helps battle depression. Jacobs gleans wisdom from vivid characters all over the globe, including the Minnesota miners who extract the iron that makes the steel used in coffee roasters, to the Madison Avenue marketers who captured his wandering attention for a moment, to the farmers in Colombia. Along the way, Jacobs provides wonderful insights and useful tips, from how to focus on the hundreds of things that go right every day instead of the few that go wrong. And how our culture overemphasizes the individual over the team. And how to practice the art of “savoring meditation” and fall asleep at night. Thanks a Thousand is a reminder of the amazing interconnectedness of our world. It shows us how much we take for granted. It teaches us how gratitude can make our lives happier, kinder, and more impactful. And it will inspire us to follow our own “Gratitude Trails.”

The field encompassed by rheumatology has evolved rapidly over the last decade to include multiple immune-modulating and biologic medications, new classification criteria, significant updates on bone metabolism, and completely new paradigms of treatment based on groundbreaking studies published within the last 5 years. Although much has been adopted as standard of care based on new data, most textbooks do not reflect these practice changes. Rheumatology Board Review highlights the latest advances in the field and new standards of care, including references to current citations in the medical literature. It provides international standards and guidelines and is designed to convey a

maximum amount of information quickly and efficiently, with many helpful schematics, radiographs, and tables.

Rheumatology Board Review offers chapter coverage of: • Non-inflammatory joint and soft tissue disorders • Selected topics in rheumatoid arthritis • Selected topics in systemic lupus erythematosus • Antiphospholipid antibody syndrome • IgG4-related disease • Myopathies • Selected topics in pediatric rheumatology • HIV and rheumatic diseases • Miscellaneous arthropathies • Osteoporosis • Review of musculoskeletal radiology • Study design, measurement, and basic statistical analysis • Update on vasculitis Rheumatology Board Review is a must-have reference for rheumatology fellows and professionals seeking a concise yet thorough review of state-of-the-art rheumatology.

The founder of Architizer.com and practicing architect draws on his unique position at the crossroads of architecture and social media to highlight 100 important buildings that embody the future of architecture. We're asking more of architecture than ever before; the response will define our future. A pavilion made from paper. A building that eats smog. An inflatable concert hall. A research lab that can walk through snow. We're entering a new age in architecture—one where we expect our buildings to deliver far more than just shelter. We want buildings that inspire us while helping the environment; buildings that delight our senses while serving the needs of a community; buildings made possible both by new technology and repurposed materials. Like an architectural cabinet of wonders, this book collects the most innovative buildings of today and tomorrow. The buildings hail from all seven continents (to say nothing of other planets), offering a truly global perspective on what lies ahead. Each page captures the soaring confidence, the thoughtful intelligence, the space-age wonder, and at times the sheer whimsy of the world's most inspired buildings—and the questions they provoke: Can a building breathe? Can a skyscraper be built in a day? Can we 3D-print a house? Can we live on the moon? Filled with gorgeous imagery and witty insight, this book is an essential and delightful guide to the future being built around us—a future that matters more, and to more of us, than ever.

An acclaimed book designer describes how he uses first impressions to inform his art and describes the hidden meanings and decisions that went into the designing and packaging of everyday objects and the messages they are supposed to instantly convey. 50,000 first printing.

An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But Professor Barry Schwartz proves that the answer is surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the infrastructure of our society to accommodate this belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many people find immense fulfillment and satisfaction through "menial" jobs? Schwartz explores why so many

believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth. Schwartz takes us through hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves that the root of what drives us to do good work can rarely be incentivized, and that the cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and empowering us all to find great work.

A follow up to Pico Iyer's essay "The Joy of Quiet," *The Art of Stillness* considers the unexpected adventure of staying put and reveals a counterintuitive truth: The more ways we have to connect, the more we seem desperate to unplug. Why might a lifelong traveler like Pico Iyer, who has journeyed from Easter Island to Ethiopia, Cuba to Kathmandu, think that sitting quietly in a room might be the ultimate adventure? Because in our madly accelerating world, our lives are crowded, chaotic and noisy. There's never been a greater need to slow down, tune out and give ourselves permission to be still. In *The Art of Stillness*—a TED Books release—Iyer investigate the lives of people who have made a life seeking stillness: from Matthieu Ricard, a Frenchman with a PhD in molecular biology who left a promising scientific career to become a Tibetan monk, to revered singer-songwriter Leonard Cohen, who traded the pleasures of the senses for several years of living the near-silent life of meditation as a Zen monk. Iyer also draws on his own experiences as a travel writer to explore why advances in technology are making us more likely to retreat. He reflects that this is perhaps the reason why many people—even those with no religious commitment—seem to be turning to yoga, or meditation, or seeking silent retreats. These aren't New Age fads so much as ways to rediscover the wisdom of an earlier age. Growing trends like observing an "Internet Sabbath"—turning off online connections from Friday night to Monday morning—highlight how increasingly desperate many of us are to unplug and bring stillness into our lives. *The Art of Stillness* paints a picture of why so many—from Marcel Proust to Mahatma Gandhi to Emily Dickinson—have found richness in stillness. Ultimately, Iyer shows that, in this age of constant movement and connectedness, perhaps staying in one place is a more exciting prospect, and a greater necessity than ever before. In 2013, Pico Iyer gave a blockbuster TED Talk. This lyrical and inspiring book expands on a new idea, offering a way forward for all those feeling affected by the frenetic pace of our modern world.

With the world at the threshold of profound changes, the question becomes: Where are the philosophers? Where are the great thinkers of today? Where is the next Jefferson, Curie, or Mandela? Which technologies and changes in the nature

of life will they harness, embrace, or be inspired by? As the world's center of gravity has shifted over the centuries from Europe and then to the US, so too has the center of intellectual gravity. With that center shifting to Asia and also to the emerging world, will those places produce the transformational thinkers of the twenty-first century? Embarking on an around-the-world search, David Rothkopf strives to answer these questions, uncovering what the next big ideas are and where they're emerging. Who are the people behind the ideas, and how they will be colored by their place and culture of origins?

As a young urban youth worker, Ted Travis was captivated by a question posed by Christian community development pioneer Dr. John Perkins: "How do we build incentive in inner-city youth, motivating them toward Christ and a life of meaning and purpose?" Over the next 30 years, Ted wrestled with this question as he and his wife Shelly ministered to hundreds of teens in Denver's Five Points neighborhood- an inner-city community facing the daunting challenges of poverty, gangs, crime, and unemployment. Along the way, Ted pressed biblical principles and tried-in-the-trenches strategies into a philosophy of youth leadership development he calls "transformational discipleship." In *Building Cathedrals*, Ted shares his blueprint for transformational discipleship (as well as accounts of its profound impact on young people) and exhorts today's youth workers to reimagine their ministries and raise up a new generation of visionary urban leaders.

Award-winning journalist Stephen Petranek says humans will live on Mars by 2027. Now he makes the case that living on Mars is not just plausible, but inevitable. It sounds like science fiction, but Stephen Petranek considers it fact: Within twenty years, humans will live on Mars. We'll need to. In this sweeping, provocative book that mixes business, science, and human reporting, Petranek makes the case that living on Mars is an essential back-up plan for humanity and explains in fascinating detail just how it will happen. The race is on. Private companies, driven by iconoclastic entrepreneurs, such as Elon Musk, Jeff Bezos, Paul Allen, and Sir Richard Branson; Dutch reality show and space mission Mars One; NASA; and the Chinese government are among the many groups competing to plant the first stake on Mars and open the door for human habitation. Why go to Mars? Life on Mars has potential life-saving possibilities for everyone on earth. Depleting water supplies, overwhelming climate change, and a host of other disasters—from terrorist attacks to meteor strikes—all loom large. We must become a space-faring species to survive. We have the technology not only to get humans to Mars, but to convert Mars into another habitable planet. It will likely take 300 years to "terraform" Mars, as the jargon goes, but we can turn it into a veritable second Garden of Eden. And we can live there, in specially designed habitations, within the next twenty years. In this exciting chronicle, Petranek introduces the circus of lively characters all engaged in a dramatic effort to be the first to settle the Red Planet. *How We'll Live on Mars* brings

firsthand reporting, interviews with key participants, and extensive research to bear on the question of how we can expect to see life on Mars within the next twenty years.

Doctors use reason and probability to assess and treat patients. But given the complexity, uncertainty, and fast pace of real-world medical practice, physicians have no choice but to use mental shortcuts and probability estimates as they do their vital work. When doctors deeply understand how they reason, they improve their clinical decision making. This book teaches students, residents, and practicing physicians to think clearly about the logic, probability, and cognitive psychology of medical reasoning. Simple examples, visual explanations, and historical context make the art of how doctors think fascinating and highly relevant to daily medical practice. Reading this book will help you improve the care of your patients, one at a time.

Acclaimed Canadian poet Steven Price has conjured a stunning debut novel that explores what we ask from each other, and how much we are prepared to give. Set in the city of Victoria, British Columbia, *Into That Darkness* opens at the moment when a massive earthquake hits the entire west coast with devastating results. Amid the destruction of the city, survivors are left to negotiate a calamity in which bonds of civility are pushed to their limits and often broken. When Arthur Lear hears a voice crying in the rubble, he finds himself descending deep under a collapsed building in a desperate attempt to save a young boy and his mother. But what he discovers there will change him forever — as circumstances lead him across the city's broken landscape, through the chaos of its hospitals and streets, in a harrowing search for the mother's lost daughter. Over the days that follow, Lear's very sense of humanness will be tested and compromised, as he faces the limits of himself and his fellow survivors, in his long journey home. A novel for our age of anxiety and fear, Steven Price delivers a powerful story about the physical manifestation of the darker things lurking in our culture, in ourselves.

From the host of the popular podcast, *Terrible, Thanks for Asking*, comes a wise, humorous roadmap and caring resource for anyone going through the loss of a loved one—or even a difficult life moment. In the span of a few weeks, thirty-something Nora McNerny had a miscarriage, lost her father to cancer, and lost her husband due to a brain tumor. Her life fell apart. What Nora discovered during this dark time is that, when you're in these hard moments, it can feel impossible to feel like even a shadow of the person you once were. People will give you all sorts of advice of how to hold onto your sanity and sense of self. But how exactly? How do you find that person again? Welcome to *The Hot Young Widows Club*, Nora's response to the toughest questions about life's biggest struggles. *The Hot Young Widows Club* isn't just for people who have lost a spouse, but an essential tool for anyone who has gone through a major life struggle. Based on her own experiences and those of the listeners dedicated to her podcast, *Terrible, Thanks for Asking*, Nora offers wise, heartfelt, and often humorous advice to anyone navigating a painful period in their lives. Full of practical guidance, Nora also reminds us that it's still okay to laugh, despite your deep grief. She explores how readers can educate the people around them on what to do, what to say, and how to best to lend their support. Ultimately, this book is a space for people to recognize that they aren't alone, and to learn how to get through life's hardest moments with grace and humor, and even hope.

*What's Your Green Goldfish* is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and reinforce a strong

corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.i.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.

What can long-dead dinosaurs teach us about our future? Plenty, according to paleontologist Kenneth Lacovara, who has discovered some of the largest creatures to ever walk the Earth. By tapping into the ubiquitous wonder that dinosaurs inspire, Lacovara weaves together the stories of our geological awakening, of humanity's epic struggle to understand the nature of deep time, the meaning of fossils, and our own place on the vast and bountiful tree of life. Go on a journey—back to when dinosaurs ruled the Earth—to discover how dinosaurs achieved feats unparalleled by any other group of animals. Learn the secrets of how paleontologists find fossils, and explore quirky, but profound questions, such as: Is a penguin a dinosaur? And, how are the tiny arms of T. rex the key to its power and ferocity? In this revealing book, Lacovara offers the latest ideas about the shocking and calamitous death of the dinosaurs and ties their vulnerabilities to our own. Why Dinosaurs Matter is compelling and engaging—a great reminder that our place on this planet is both precarious and potentially fleeting. “As

we move into an uncertain environmental future, it has never been more important to understand the past.”

Argues for the practice of talking to strangers as a way of widening one's experience of the world, addressing the transformative possibilities as well as the political and practical considerations of engaging with strangers in public.

Open your heart and mind to the wisdom of the animal world. Animal Speak provides techniques for recognizing and interpreting the signs and omens of nature. Meet and work with animals as totems and spirit guides by learning the language of their behaviors within the physical world. Animal Speak shows you how to: Identify, meet, and attune to your spirit animals Discover the power and spiritual significance of more than 100 different animals, birds, insects, and reptiles Call upon the protective powers of your animal totem Create and use five magical animal rites, including shapeshifting and sacred dance This beloved, bestselling guide has become a classic reference for anyone wishing to forge a spiritual connection with the majesty and mystery of the animal world.

Ideas are the currency of the twenty-first century. In order to succeed, you need to be able to sell your ideas persuasively. This ability is the single greatest skill that will help you accomplish your dreams. Many people have a fear of public speaking or are insecure about their ability to give a successful presentation. Now public speaking coach and bestselling author Carmine Gallo explores what makes a great presentation by examining the widely acclaimed TED Talks, which have redefined the elements of a successful presentation and become the gold standard for public speaking. TED ? which stands for technology, entertainment, and design ? brings together the world's leading thinkers. These are the presentations that set the world on fire, and the techniques that top TED speakers use will make any presentation more dynamic, fire up any team, and give anyone the confidence to overcome their fear of public speaking. In his book, Carmine Gallo has broken down hundreds of TED talks and interviewed the most popular TED presenters, as well as the top researchers in the fields of psychology, communications, and neuroscience to reveal the nine secrets of all successful TED presentations. Gallo's step-by-step method makes it possible for anyone to deliver a presentation that is engaging, persuasive, and memorable. Carmine Gallo's top 10 Wall Street Journal Bestseller Talk Like TED will give anyone who is insecure about their public speaking abilities the tools to communicate the ideas that matter most to them, the skill to win over hearts and minds, and the confidence to deliver the talk of their lives. The opinions expressed by Carmine Gallo in TALK LIKE TED are his own. His book is not endorsed, sponsored or authorized by TED Conferences, LLC or its affiliates. Bestselling author Dan Ariely reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being “motivators.” From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we've assumed. Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our own lives. Along the way, he explores intriguing questions such as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation?

In this exciting adventure mixed with amazing scientific study, a young, exuberant explorer and geoscientist journeys deep into the Amazon—where rivers boil and legends come to life. When Andrés Ruzo was just a small boy in Peru, his grandfather told him the

story of a mysterious legend: There is a river, deep in the Amazon, which boils as if a fire burns below it. Twelve years later, Ruzo—now a geoscientist—hears his aunt mention that she herself had visited this strange river. Determined to discover if the boiling river is real, Ruzo sets out on a journey deep into the Amazon. What he finds astounds him: In this long, wide, and winding river, the waters run so hot that locals brew tea in them; small animals that fall in are instantly cooked. As he studies the river, Ruzo faces challenges more complex than he had ever imaged. The Boiling River follows this young explorer as he navigates a tangle of competing interests—local shamans, illegal cattle farmers and loggers, and oil companies. This true account reads like a modern-day adventure, complete with extraordinary characters, captivating plot twists, and jaw-dropping details—including stunning photographs and a never-before-published account about this incredible natural wonder. Ultimately, though, The Boiling River is about a man trying to understand the moral obligation that comes with scientific discovery—to protect a sacred site from misuse, neglect, and even from his own discovery.

In this timely and essential book that offers a fresh take on the qualms of modern day life, Professor Alan Lightman investigates the creativity born from allowing our minds to freely roam, without attempting to accomplish anything and without any assigned tasks. We are all worried about wasting time. Especially in the West, we have created a frenzied lifestyle in which the twenty-four hours of each day are carved up, dissected, and reduced down to ten minute units of efficiency. We take our iPhones and laptops with us on vacation. We check email at restaurants or our brokerage accounts while walking in the park. When the school day ends, our children are overloaded with “extras.” Our university curricula are so crammed our young people don’t have time to reflect on the material they are supposed to be learning. Yet in the face of our time-driven existence, a great deal of evidence suggests there is great value in “wasting time,” of letting the mind lie fallow for some periods, of letting minutes and even hours go by without scheduled activities or intended tasks. Gustav Mahler routinely took three or four-hour walks after lunch, stopping to jot down ideas in his notebook. Carl Jung did his most creative thinking and writing when he visited his country house. In his 1949 autobiography, Albert Einstein described how his thinking involved letting his mind roam over many possibilities and making connections between concepts that were previously unconnected. With *In Praise of Wasting Time*, Professor Alan Lightman documents the rush and heave of the modern world, suggests the technological and cultural origins of our time-driven lives, and examines the many values of “wasting time”—for replenishing the mind, for creative thought, and for finding and solidifying the inner self. Break free from the idea that we must not waste a single second, and discover how sometimes the best thing to do is to do nothing at all.

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In

the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

In this wonderfully informative and important book, Ted Braude provides practical steps for parents in helping their children, their boys, become good men. Written in clear language, this book will help any parent fulfill one of the most important responsibilities in life. An amazingly helpful guide, filled with clear practices that work!

An extraordinary story, never before told: The intimate, behind-the-scenes life of an American boy raised by his terrorist father—the man who planned the 1993 World Trade Center bombing. What is it like to grow up with a terrorist in your home? Zak Ebrahim was only seven years old when, on November 5th, 1990, his father El-Sayyid Nosair shot and killed the leader of the Jewish Defense League. While in prison, Nosair helped plan the bombing of the World Trade Center in 1993. In one of his infamous video messages, Osama bin Laden urged the world to “Remember El-Sayyid Nosair.” For Zak Ebrahim, a childhood amongst terrorism was all he knew. After his father’s incarceration, his family moved often, and as the perpetual new kid in class, he faced constant teasing and exclusion. Yet, though his radicalized father and uncles modeled fanatical beliefs, to Ebrahim something never felt right. To the shy, awkward boy, something about the hateful feelings just felt unnatural. In this book, Ebrahim dispels the myth that terrorism is a foregone conclusion for people trained to hate. Based on his own remarkable journey, he shows that hate is always a choice—but so is tolerance. Though Ebrahim was subjected to a violent, intolerant ideology throughout his childhood, he did not become radicalized. Ebrahim argues that people conditioned to be terrorists are actually well positioned to combat terrorism, because of their ability to bring seemingly incompatible ideologies together in conversation and advocate in the fight for peace. Ebrahim argues that everyone, regardless of their upbringing or circumstances, can learn to tap into their inherent empathy and embrace tolerance over hatred. His original, urgent message is fresh, groundbreaking, and essential to the current discussion about terrorism.

One of the world's premiere cancer researchers reveals an urgent philosophy on the little-known principles that govern medicine--and how understanding these principles can empower everyone.

A powerful manifesto for CEOs and employees alike: Influential and award-winning business leader Margaret Heffernan reveals

how organizations can build ideal workplace cultures and create seismic shifts by making deceptively small changes. By implementing sweeping changes, businesses often think it's possible to do better, to earn more, and have happier employees. So why does engagement prove so difficult and productivity so elusive? In *Beyond Measure*, Margaret Heffernan looks back over her decades spent overseeing different organizations and comes to a counterintuitive conclusion: it's the small shifts that have the greatest impact. Heffernan argues that building the strongest organization can be accelerated by implementing seemingly small changes, such as embracing conflict as a creative catalyst; using every mind on the team; celebrating mistakes; speaking up and listening more; and encouraging time off from work. Packed with incredible anecdotes and startling statistics, *Beyond Measure* takes us on a fascinating tour across the globe, highlighting disparate businesses and revealing how they've managed to change themselves in big ways through incremental shifts. How did the CIA revolutionize their intelligence gathering with one simple question? How did one organization increase their revenue by \$15 million by instituting a short coffee break? How can a day-long hackathon change the culture of a company? Told with wry wit and knowing humor, Heffernan proves that it's often the small changes that make the greatest, most lasting impact.

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