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New Rules @ Work

79 Etiquette Tips, Tools, and Techniques to Get Ahead and Stay Ahead *Penguin*

For anyone who's breaking in, moving up, or just trying to make a great professional impression, this essential guide offers real-life anecdotes and advice to help you build competence and confidence in the tricky arena of modern business etiquette. Includes: "Blunder Busters" - proven strategies to help you tackle anything from office dating to business lunches "Sir, your fly is unzipped!" - the art of verbal diplomacy Contemporary guidelines for goof-proof e-mail The top ten career killers and how to beat them Global gaffes: easy ways to avoid overseas embarrassment Grace under fire-surviving dining disasters, party faux-pas and everything in-between

Stop Tweeting Boring Sh*t

The New Rules of Work *Chronicle Books*

The new generation of workers needs a new workplace manual designed to explain the particular norms, boundaries, and expectations of the contemporary office environment and help them navigate the cutthroat reality of a cubicled 9 to 5. Enter Stop Tweeting Boring Sh*t, a handbook of vintage-style public service announcements addressing modern office issues, including such gems as: "If you don't have something nice to say, e-mail it," "If it doesn't have a meeting invite, it didn't happen," and "Nothing good comes from hitting 'reply all.'" With plenty of revealing (and real) workplace statistics peppered throughout, plus a full-size Stop Tweeting Boring Sh*t pull-out poster to hang in the cubicle, this colorful guide offers just the motivation young people need to hunker down and get to work.

The Next Rules of Work

The Mindset, Skillset and Toolset to Lead Your Organization Through Uncertainty *Kogan Page*

Lead through constant change by infusing your organization with the mindset, skillset and toolset needed to solve tomorrow's problems.

Brain Rules for Work

The Science of Thinking Smarter in the Office and at Home *Pear Press*

How can I keep people engaged during my presentations? What can I do to my office so that I look forward to coming to it on Monday? How can I improve the productivity of our team, our department,

our company? Scientists know. Brain Rules for Work by developmental molecular biologist and author Dr. John Medina, explores the various aspects of work through the lens of peer-reviewed science. Having written New York Times bestselling works Brain Rules, Brain Rules for Baby and Brain Rules for Aging Well, Dr. Medina turns his expertise towards the professional world, guiding us through what brain science and evolutionary biology have to say about topics from office space and work/life balance to power dynamics and work interactions in the time of COVID-19. Medina's charming descriptions and hilarious anecdotes break the science down to practical applications that you can put into use next Monday to improve your work life and the work lives of those around you. You'll learn: Why taking breaks in nature during the workday improves productivity How planning a meeting beforehand makes it more effective Why an open office plan isn't a good office plan How a more diverse team is a more potent team What exactly about talking to co-workers online is so exhausting Why allowing for failure is vital to a company's success What power can do to an executive who has just been promoted Procrastination is not due to laziness, rather an avoidance of negative feelings Which personality tests will help you find the right fit for the job-hint: it's not the Myers-Briggs The surprising source of a leader's charisma And what our work lives will look like in a post-pandemic world Whether you are an employee at a company looking to become successful or an executive who wants to ensure the success of your employees, Brain Rules For Work is both a useful tool and a compelling guide for you and your co-workers.

The Rules of Work *Pearson Education India*

Career Intelligence

The 12 New Rules for Work and Life Success *Berrett-Koehler Publishers*

A career management expert maps the changing employment landscape, explores the traditional work rules, and prescribes 12 new rules for success.

Work Rules!

Insights from Inside Google That Will Transform How You Live and Lead *Twelve*

From the visionary head of Google's innovative People Operations comes a groundbreaking inquiry into the philosophy of work -- and a blueprint for attracting the most spectacular talent to your business and ensuring that they succeed. "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." So says Laszlo Bock, former head of People Operations at the company that transformed how the world interacts with knowledge. This insight is the heart of Work Rules!, a compelling and surprisingly playful manifesto that offers lessons including: Take away managers' power over employees Learn from your best employees-and your worst Hire only people who are smarter than you are, no matter how long it takes to find them Pay unfairly (it's more fair!) Don't trust your gut: Use data to predict and shape the future Default to open-be transparent and welcome feedback If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough. Drawing on the latest research in behavioral economics and a profound grasp of human psychology, Work Rules! also provides teaching examples from a range of industries-including lauded companies that happen to be hideous places to work and little-known companies that achieve spectacular results by valuing and listening to their employees. Bock takes us inside one of history's most explosively successful businesses to reveal why Google is consistently rated one of the best places to work in the world, distilling 15 years of intensive worker R&D into principles that are easy to put into action, whether you're a team of one or a team of thousands. Work Rules! shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken your joy in what you do.

New Rules for Women

Revolutionizing the Way Women Work Together *Third Bridge Press*

Powerful solutions for Improving Women's Relationships and Success in the Workplace, Dr. Anne Litwin's research into women's relationships and communication at work reveals startling paradoxes. In New Rules for Women, she exposes key sources of confusion and misunderstanding between women colleagues and offers powerful tools for preventing and resolving conflict that result in better relationships, as well as increased productivity and retention. Book jacket.

Deep Work

Rules for Focused Success in a Distracted World *Grand Central Publishing*

Read the Wall Street Journal Bestseller for "cultivating intense focus" for fast, powerful performance results for achieving success and true meaning in one's professional life (Adam Grant, author of Give and Take). Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. Deep Work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive twenty-first century economy. And yet, most people have lost the ability to go deep-spending their days instead in a frantic blur of e-mail and social media, not even realizing there's a better way. In Deep Work, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. 1. Work Deeply 2. Embrace Boredom 3. Quit Social Media 4. Drain the Shallows A mix of cultural criticism and actionable advice, Deep Work takes the reader on a journey through memorable stories-from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air-and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. Deep Work is an indispensable guide to anyone seeking focused success in a distracted world. An Amazon Best Book of 2016 Pick in Business & Leadership Wall Street Journal Business Bestseller A Business Book of the Week at 800-CEO-READ

The New Rules of Marriage *Ballantine Books*

In his extraordinary new book, Terrence Real, distinguished therapist and bestselling author, presents a long overdue message that women need to hear: You aren't crazy-you're right! Women have changed in the last twenty-five years-they have become powerful, independent, self-confident, and happy. Yet many men remain irresponsible and emotionally detached. They don't know how to respond to frustrated partners who just want their mates to show up and grow up. Enter the good

news: In this revolutionary book, Real shows women how to master the new rules of twenty-first-century marriage by offering them a set of effective tools with which they can create the truly intimate relationship that they desire and deserve. He identifies five non-starters to avoid and shares practical strategies for bringing honesty, passion, and joy back to even the most difficult relationship. Using his experience helping thousands of couples shift from despair to profound emotional closeness, Real guides you through the process of relationship repair with exercises that you can do alone or with your partner. With this program you'll discover how to - identify and articulate your wants and needs - listen well and respond generously - set limits, and stand up for yourself - embrace and appreciate what you have - know when to seek outside help The New Rules of Marriage will introduce you to a radically new kind of relationship, one based on the idea that every woman has the power to transform her marriage, while men, given the right support, have it in them to rise to the occasion. We have never wanted so much from our relationships as we do today. More than any other generation, we yearn for our mates to be lifelong friends and lovers. The New Rules of Marriage shows us how to fulfill this courageous and uncompromising new vision.

Take Back Your Power

10 New Rules for Women at Work Zondervan

You can't make the world fair, but you can take back your power. As a woman in Silicon Valley who worked her way to the top of the corporate ladder--she's a former VP at Facebook and the current president and CEO of Ancestry--Deborah Liu knows firsthand the challenges and obstacles in the workplace that keep the deck stacked against women in the workplace . . . and the ways to overcome them. For every woman who grew up competing on the uneven playing field, who is told she is too aggressive, assertive, dramatic, or emotional, this book is the battle cry you need to learn to thrive within the system that exists today, even if it's not the one we wish it were. Take Back Your Power presents both hard data and Liu's personal experiences from twenty years as a woman leader in the male-dominated tech industry to help you: Find your voice, learn how to ask, and achieve what you want in a system that isn't fair and wasn't created for you Debunk the negative connotations of "power" and harness it for your own success Discover how to be heard, seen, and taken more seriously at work by getting out of your own way Overcome the lie that success is only achieved alone by finding the four types of allies you need to reach your goals Become a great leader without losing yourself in the process You have the power to change the future of work for yourself--and for women everywhere.

The Six New Rules of Business

Creating Real Value in a Changing World Berrett-Koehler Publishers

The rules of business are changing dramatically. The Aspen Institute's Judy Samuelson describes the profound shifts in attitudes and mindsets that are redefining our notions of what constitutes business success. Dynamic forces are conspiring to clarify the new rules of real value creation—and to put the old rules to rest. Internet-powered transparency, more powerful worker voice, the decline in importance of capital, and the complexity of global supply chains in the face of planetary limits all define the new landscape. As executive director of the Aspen Institute Business and Society Program, Judy Samuelson has a unique vantage point from which to engage business decision makers and identify the forces that are moving the needle in both boardrooms and business classrooms. Samuelson lays out how hard-to-measure intangibles like reputation, trust, and loyalty are imposing new ways to assess risk and opportunity in investment and asset management. She argues that “maximizing shareholder value” has never been the sole objective of effective businesses while observing that shareholder theory and the practices that keep it in place continue to lose power in both business and the public square. In our globalized era, she demonstrates how expectations of corporations are set far beyond the company gates—and why employees are both the best allies of the business and the new accountability mechanism, more so than consumers or investors. Samuelson's new rules offer a powerful guide to how businesses are changing today—and what is needed to succeed in tomorrow's economic and social landscape.

Love Your Job

The New Rules for Career Happiness John Wiley & Sons

AWARDS: Independent Publisher Book Award 2015 (Silver) and National Mature Media Award 2015 (Bronze) Step-by-step tips for revitalizing your career Yes, it is possible to have a job you love, and it doesn't require starting from scratch. Love Your Job is a guide to making work fulfilling and fun — again, or even for the first time. Why count down the hours of the day or the days to retirement when you could reinvigorate your workday, transforming the daily doldrums into a daily dose of enjoyable activity? Kerry Hannon, The New York Times columnist and AARP's Jobs Expert, focuses on the little things that can make a big difference in how we feel about work. Love Your Job is all about the routines, habits, and thought patterns that, over the years, may have turned a dream job into a drudge or, worse, a nightmare. Changing these habits and attitudes is simple, and this book shows you how to identify the little things that make work enjoyable and engaging. Using these simple techniques, you can adopt the attitude that will keep you happy and that might just lead to bigger and better things, no matter what stage of your career you are in. In this book, you will learn to: Develop new habits that bring more purpose into every single workday Rekindle your hope and motivation by celebrating small successes Recognize negative patterns that keep you from enjoying your job Craft an entrepreneurial attitude that will get you noticed and enrich your work life We all deserve to experience happiness and satisfaction every day, at every stage of our careers. Kerry Hannon explains that you don't have to make a huge career transition to love work again. But if you reinvent the way you see work, who knows where your new outlook will lead? Wake up to the countless possibilities that await you with Love Your Job.

Simple Rules

How to Thrive in a Complex World Houghton Mifflin Harcourt

Outlines an approach to high-performance problem-solving and decision-making that draws on insights from survival guides, pop culture and other sources. Co-written by the award-winning author of The Upside of Turbulence. 75,000 first printing.

No Rules Rules

Netflix and the Culture of Reinvention Penguin

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries,

generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, No Rules Rules is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

The New Rules of Engagement

Life-work Balance and Employee Commitment CIPD Publishing

Annotation.

Reset

My Fight for Inclusion and Lasting Change Random House

The “necessary and incisive” (Roxane Gay) account of the discrimination case that “has blown open a conversation about the status of women” in the workplace (The New York Times) SHORTLISTED FOR THE 2017 FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR | NAMED A BEST FALL BOOK BY ELLE AND BUSTLE In 2015, Ellen K. Pao sued a powerhouse Silicon Valley venture capital firm, calling out workplace discrimination and retaliation against women and other underrepresented groups. Her suit rocked the tech world—and exposed its toxic culture and its homogeneity. Her message overcame negative PR attacks that took aim at her professional conduct and her personal life, and she won widespread public support—Time hailed her as “the face of change.” Though Pao lost her suit, she revolutionized the conversation at tech offices, in the media, and around the world. In Reset, she tells her full story for the first time. The daughter of immigrants, Pao was taught that through hard work she could achieve her dreams. She earned multiple Ivy League degrees, worked at top startups, and in 2005 was recruited by Kleiner Perkins, arguably the world's leading venture capital firm at the time. In many ways, she did everything right, and yet she and other women and people of color were excluded from success—cut out of decisive meetings and email discussions, uninvited to CEO dinners and lavish networking trips, and had their work undercut or appropriated by male executives. It was time for a system reset. After Kleiner, Pao became CEO of reddit, where she took forceful action to change the status quo for the company and its product. She banned revenge porn and unauthorized nude photos—an action other large media sites later followed—and shut down parts of reddit over online harassment. She and seven other women tech leaders formed Project Include, an award-winning nonprofit for accelerating diversity and inclusion in tech. In her book, Pao shines a light on troubling issues that plague today's workplace and lays out practical, inspiring, and achievable goals for a better future. Ellen K. Pao's Reset is a rallying cry—the story of a whistleblower who aims to empower everyone struggling to be heard, in Silicon Valley and beyond. Praise for Reset “Necessary and incisive . . . As Ellen Pao detailed her experiences, while also communicating her passion for the work men often impeded her from doing, I was nothing short of infuriated. It was great to see a highly accomplished woman of color speaking out like this, and hopefully this book will encourage more women to come forward, give voice to their experiences in the workplace, and contribute to meaningful change.”—Roxane Gay

Rebel Talent

Why It Pays to Break the Rules at Work and in Life HarperCollins

“In this groundbreaking book, Francesca Gino shows us how to spark creativity, excel at work, and become happier: By learning to rebel.” — Charles Duhigg, New York Times bestselling author of The Power of Habit and Smarter Faster Better Do you want to follow a script — or write your own story? Award-winning Harvard Business School professor Francesca Gino shows us why the most successful among us break the rules, and how rebellion brings joy and meaning into our lives. Rebels have a bad reputation. We think of them as troublemakers, outcasts, contrarians: those colleagues, friends, and family members who complicate seemingly straightforward decisions, create chaos, and disagree when everyone else is in agreement. But in truth, rebels are also those among us who change the world for the better with their unconventional outlooks. Instead of clinging to what is safe and familiar, and falling back on routines and tradition, rebels defy the status quo. They are masters of innovation and reinvention, and they have a lot to teach us. Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy's fashion capital, to the World's Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify “rebel talent,” and whose examples we can all learn to embrace. Gino argues that the future belongs to the rebel — and that there's a rebel in each of us. We live in turbulent times, when competition is fierce, reputations are easily tarnished on social media, and the world is more divided than ever before. In this cutthroat environment, cultivating rebel talent is what allows businesses to evolve and to prosper. And rebellion has an added benefit beyond the workplace: it leads to a more vital, engaged, and fulfilling life. Whether you want to inspire others to action, build a business, or build more meaningful relationships, Rebel Talent will show you how to succeed — by breaking all the rules.

FutureProofed

How to Navigate Disruptive Change, Find Calm in Chaos, and Succeed in Work & Life

FutureProofed presents a new paradigm and step-by-step pathway for thriving in fast-moving times. Even in a world of rapid change and uncertainty, FutureProofed offers a clear roadmap and shows us how we can all create an inspired future forward.

The Art of Gathering

How We Meet and Why It Matters Penguin

"Hosts of all kinds, this is a must-read!" --Chris Anderson, owner and curator of TED From the host of the New York Times podcast Together Apart, an exciting new approach to how we gather that will transform the ways we spend our time together—at home, at work, in our communities, and beyond. In The Art of Gathering, Priya Parker argues that the gatherings in our lives are lackluster and unproductive--which they don't have to be. We rely too much on routine and the conventions of gatherings when we should focus on distinctiveness and the people involved. At a time when coming together is more important than ever, Parker sets forth a human-centered approach to gathering that will help everyone create meaningful, memorable experiences, large and small, for work and for play. Drawing on her expertise as a facilitator of high-powered gatherings around the world, Parker takes us inside events of all kinds to show what works, what doesn't, and why. She investigates a wide array of gatherings--conferences, meetings, a courtroom, a flash-mob party, an Arab-Israeli summer camp--and explains how simple, specific changes can invigorate any group experience. The result is a book that's both journey and guide, full of exciting ideas with real-world applications. The Art of Gathering will forever alter the way you look at your next meeting, industry conference, dinner party, and backyard barbecue--and how you host and attend them.

The No Asshole Rule

Building a Civilized Workplace and Surviving One That Isn't Business Plus

The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. "What an asshole!" How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own "inner jerk" from coming out The No Asshole Rule is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

Uberland

How Algorithms Are Rewriting the Rules of Work Univ of California Press

Silicon Valley technology is transforming the way we work, and Uber is leading the charge. An American startup that promised to deliver entrepreneurship for the masses through its technology, Uber instead built a new template for employment using algorithms and Internet platforms. Upending our understanding of work in the digital age, Uberland paints a future where any of us might be managed by a faceless boss. The neutral language of technology masks the powerful influence algorithms have across the New Economy. Uberland chronicles the stories of drivers in more than twenty-five cities in the United States and Canada over four years, shedding light on their working conditions and providing a window into how they feel behind the wheel. The book also explores Uber's outsized influence around the world: the billion-dollar company is now influencing everything from debates about sexual harassment and transportation regulations to racial equality campaigns and labor rights initiatives. Based on award-winning technology ethnographer Alex Rosenblat's firsthand experience of riding over 5,000 miles with Uber drivers, daily visits to online forums, and face-to-face discussions with senior Uber employees, Uberland goes beyond the headlines to reveal the complicated politics of popular technologies that are manipulating both workers and consumers.

Women Who Work

Rewriting the Rules for Success Penguin

NEW YORK TIMES BESTSELLER! Ivanka is donating the unpaid portion of her advance and all future royalties received from Women Who Work to the Ivanka M. Trump Charitable Fund, a donor advised fund that will make grants to organizations that empower and educate women and girls.* "This is a chatty step-by-step guide to living a happy life and getting ahead in a career." —USA Today "The advice is spot-on for everyone, not just women." —Tony Hsieh, CEO of Zappos.com and author of Delivering Happiness I believe that when it comes to women and work, there isn't one right answer. The only person who can create a life you'll love is you. Our grandmothers fought for the right to work. Our mothers fought for the choice to be in an office or to stay at home. Our generation is the first to fully embrace and celebrate the fact that our lives are multidimensional. Thanks to the women who came before us and paved the way, we can create the lives we want to lead—which look different for each of us. I've been fortunate to be able to build my career around my passions, from real estate to fashion. But my professional titles only begin to describe who I am and what I value. I have been an executive and an entrepreneur, but also—and just as importantly—a wife, mother, daughter, and friend. To me, “work” encompasses my efforts to succeed in all of these areas. After appearing on The Apprentice years ago and receiving a flood of letters from young women asking for guidance, I realized the need for more female leaders to speak out publicly in order to change the way society thinks and talks about “women who work.” So I created a forum to do just that. This book evolves the conversation that started on IvankaTrump.com, where so many incredible women (and men!) have shared their experiences, advice, ambitions, and passions. Women who work lead meetings and train for marathons. We learn how to cook and how to code. We inspire our employees and our children. We innovate at our current jobs and start new businesses. Women Who Work will equip you with the best skills I've learned from some of the amazing people I've met, on subjects such as identifying opportunities, shifting careers smoothly, negotiating, leading teams, starting companies, managing work and family, and helping change the system to make it better for women—now and in the future. I hope it will inspire you to redefine success and architect a life that honors your individual passions and priorities, in a way only you can. * The Ivanka M. Trump Charitable Fund (the “Fund”) is a donor advised fund that supports the economic empowerment of women and girls. Ivanka Trump is the grant advisor to the Fund and sole member of IT WWW Pub, LLC (the “LLC”), which receives royalties from the publication of Women Who Work. The LLC will contribute a minimum \$425,000 to the Fund, which is the unpaid portion of the advance, net of expenses. In addition, the LLC will contribute all future royalties it receives that are in excess of the advance to the Fund during the period from May 1, 2017 to May 1, 2022.

Aurelia, Aurélia

A Memoir Graywolf Press

Hidden Rules of Class at Work

Why You Don't Get Promoted

The New Marketing

How to Win in the Digital Age SAGE

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

How to Win Friends and Influence People Sristhi Publishers & Distributors

Do you feel stuck in life, not knowing how to make it more successful? Do you wish to become more popular? Are you craving to earn more? Do you wish to expand your horizon, earn new clients and win people over with your ideas? How to Win Friends and Influence People is a well-researched and comprehensive guide that will help you through these everyday problems and make success look easier. You can learn to expand your social circle, polish your skill set, find ways to put forward your thoughts more clearly, and build mental strength to counter all hurdles that you may come across on the path to success. Having helped millions of readers from the world over achieve their goals, the clearly listed techniques and principles will be the answers to all your questions.

Co-Opetition Currency

Now available in paperback, with an all new Reader's guide, The New York Times and Business Week bestseller Co-opetition revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-opetition is a business strategy that goes beyond the old rules of competition and cooperation to combine the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo, American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-opetition to change the game of business to their benefit. Formulating strategies based on game theory, authors Brandenburger and Nalebuff created a book that's insightful and instructive for managers eager to move their companies into a new mind set.

Futureproof

9 Rules for Humans in the Age of Automation Random House

“A concise, insightful and sophisticated guide to maintaining humane values in an age of new machines.”—The New York Times Book Review “While we need to rewrite the rules of the twenty-first-century economy, Kevin’s book is a great look at how people can do this on a personal level to always put humanity first.”—Andrew Yang You are being automated. After decades of hype and sci-fi fantasies, artificial intelligence is leaping out of research labs and into the center of our lives. Automation doesn’t just threaten our jobs. It shapes our entire human experience, with AI and algorithms influencing the TV shows we watch, the music we listen to, the beliefs we hold, and the relationships we form. And while the age-old debate over whether automation will destroy jobs rages on, an even more important question is being ignored: How can we be happy, successful humans in a world that is increasingly built by and for machines? In Futureproof: 9 Rules for Humans in the Age of Automation, New York Times technology columnist Kevin Roose lays out a hopeful, pragmatic vision for how we can thrive in the age of AI and automation. He shares the secrets of people and organizations that have survived previous waves of technological change, and explains what skills are necessary to stay ahead of today’s intelligent machines, with lessons like • Be surprising, social, and scarce. • Resist machine drift. • Leave handprints. • Demote your devices. • Treat AI like a chimp army. Roose rejects the conventional wisdom that in order to succeed in the AI age, we have to become more like machines ourselves—hyper-efficient, data-driven workhorses. Instead, he says, we should focus on being more human, and doing the kinds of creative, inspiring, and meaningful things even the most advanced robots can’t do.

Powerful

Building a Culture of Freedom and Responsibility Tom Rath

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, Powerful: Building a Culture of Freedom and Responsibility, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. Powerful will change how you think about work and the way a business should be run.

The Rules of People

A personal code for getting the best from everyone Pearson UK

A PERSONAL CODE FOR GETTING THE BEST FROM EVERYONE. We all know someone who is a natural ‘people person’. They seem to understand what people really want, what they really think and what they really mean. They can effortlessly get people onside, and keep them happy and motivated. Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know The Rules of People. These Rules are the guiding principles that show you how to connect with strangers, build strong relationships with friends and colleagues, and even get the best out of difficult people. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation. You'll have relaxed, easy relationships and you'll be that person who gets on with everyone.

The Rules of Life

A personal code for living a better, happier, more successful kind of life *Pearson UK*

With a stunning new look in 2015, and with more new Rules than ever, get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you. It's your life. How good could it be?

What It Takes

Lessons in the Pursuit of Excellence *Avid Reader Press / Simon & Schuster*

NEW YORK TIMES BESTSELLER From Blackstone chairman, CEO, and co-founder Stephen A. Schwarzman, a long-awaited book that uses impactful episodes from Schwarzman's life to show readers how to build, transform, and lead thriving organizations. Whether you are a student, entrepreneur, philanthropist, executive, or simply someone looking for ways to maximize your potential, the same lessons apply. People know who Stephen Schwarzman is—at least they think they do. He's the man who took \$400,000 and co-founded Blackstone, the investment firm that manages over \$500 billion (as of January 2019). He's the CEO whose views are sought by heads of state. He's the billionaire philanthropist who founded Schwarzman Scholars, this century's version of the Rhodes Scholarship, in China. But behind these achievements is a man who has spent his life learning and reflecting on what it takes to achieve excellence, make an impact, and live a life of consequence. Folding handkerchiefs in his father's linen shop, Schwarzman dreamed of a larger life, filled with purpose and adventure. His grades and athleticism got him into Yale. After starting his career in finance with a short stint at a financial firm called DLJ, Schwarzman began working at Lehman Brothers where he ascended to run the mergers and acquisitions practice. He eventually partnered with his mentor and friend Pete Peterson to found Blackstone, vowing to create a new and different kind of financial institution. Building Blackstone into the leading global financial institution it is today didn't come easy. Schwarzman focused intensely on culture, hiring great talent, and establishing processes that allow the firm to systematically analyze and evaluate risk. Schwarzman's simple mantra "don't lose money" has helped Blackstone become a leading private equity and real estate investor, and manager of alternative assets for institutional investors globally. Both he and the firm are known for the rigor of their investment process, their innovative approach to deal making, the diversification of their business lines, and a conviction to be the best at everything they do. Schwarzman is also an active philanthropist, having given away more than a billion dollars. In philanthropy, as in business, he is drawn to situations where his capital and energy can be applied to drive transformative solutions and change paradigms, notably in education. He uses the skills learned over a lifetime in finance to design, establish, and support impactful and innovative organizations and initiatives. His gifts have ranged from creating a new College of Computing at MIT for the study of artificial intelligence, to establishing a first-of-its-kind student and performing arts center at Yale, to enabling the renovation of the iconic New York Public Library, to founding the Schwarzman Scholars fellowship program at Tsinghua University in Beijing—the single largest philanthropic effort in China's history from international donors. Schwarzman's story is an empowering, entertaining, and informative guide for anyone striving for greater personal impact. From deal making to investing, leadership to entrepreneurship, philanthropy to diplomacy, Schwarzman has lessons for how to think about ambition and scale, risk and opportunities, and how to achieve success through the relentless pursuit of excellence. Schwarzman not only offers readers a thoughtful reflection on all his own experiences, but in doing so provides a practical blueprint for success.

The Productivity Project

Accomplishing More by Managing Your Time, Attention, and Energy *Currency*

A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. The Productivity Project—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you: · slowing down to work more deliberately; · shrinking or eliminating the unimportant; · the rule of three; · striving for imperfection; · scheduling less time for important tasks; · the 20 second rule to distract yourself from the inevitable distractions; · and the concept of productive procrastination. In an eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

Atomic Habits

An Easy & Proven Way to Build Good Habits & Break Bad Ones *Penguin*

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform

your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Lord of the Flies *Penguin*

Golding's iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new Suggestions for Further Reading by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued.

Why Nations Fail

The Origins of Power, Prosperity, and Poverty *Currency*

An award-winning professor of economics at MIT and a Harvard University political scientist and economist evaluate the reasons that some nations are poor while others succeed, outlining provocative perspectives that support theories about the importance of institutions.

Team of Teams

New Rules of Engagement for a Complex World *Penguin*

From the New York Times bestselling author of My Share of the Task and Leaders, a manual for leaders looking to make their teams more adaptable, agile, and unified in the midst of change. When General Stanley McChrystal took command of the Joint Special Operations Task Force in 2004, he quickly realized that conventional military tactics were failing. Al Qaeda in Iraq was a decentralized network that could move quickly, strike ruthlessly, then seemingly vanish into the local population. The allied forces had a huge advantage in numbers, equipment, and training—but none of that seemed to matter. To defeat Al Qaeda, they would have to combine the power of the world's mightiest military with the agility of the world's most fearsome terrorist network. They would have to become a "team of teams"—faster, flatter, and more flexible than ever. In Team of Teams, McChrystal and his colleagues show how the challenges they faced in Iraq can be relevant to countless businesses, nonprofits, and organizations today. In periods of unprecedented crisis, leaders need practical management practices that can scale to thousands of people—and fast. By giving small groups the freedom to experiment and share what they learn across the entire organization, teams can respond more quickly, communicate more freely, and make better and faster decisions. Drawing on compelling examples—from NASA to hospital emergency rooms—Team of Teams makes the case for merging the power of a large corporation with the agility of a small team to transform any organization.

Designing Your New Work Life

How to Thrive and Change and Find Happiness--and a New Freedom--at Work *Vintage*

From the authors of the #1 New York Times bestseller Designing Your Life comes a revised, fully up-to-date edition of Designing Your New Work Life, a timely, urgently needed book that shows us how to transform our new uncharted work life into a meaningful dream job or company. With practical, useful tools, tips, and design ideas that show us how to navigate disruption (global, regional, or personal) and create new possibilities for our post-COVID work world and beyond. Bill Burnett and Dave Evans successfully taught graduate and undergraduate students at Stanford University and readers of their best-selling book, Designing Your Life ("The prototype for a happy life." —Brian Lehrer, NPR), that designers don't analyze, worry, think, complain their way forward; they build their way forward. And now more than ever, we all need creative and adaptable tools to cope with the chaos caused by COVID-19. In Designing Your New Work Life, Burnett and Evans show us how design thinking can transform our present job, and how it can improve our experience of work in times of disruption. All disruption is personal, write Burnett and Evans, as with the life-altering global pandemic we are living through now. Designing Your New Work Life makes clear that disruption is the new normal, that it is here to stay and that it is accelerating. And in the book's new chapters, Burnett and Evans show us step by step, how to design our way through disruption and how to stay ahead of it—and thrive. Burnett and Evans's Disruption Design offers us a radical new concept that makes use of the designer mindsets: Curiosity, Reframing, Radical collaboration, Awareness, Bias to action, Storytelling, to find our way through these uncharted times. In Designing Your New Work Life, Burnett and Evans show us, with tools, tips, and design ideas, how we can make new possibilities available even when our lives have been disrupted (be it globally, regionally, or personally), giving us the tools to enjoy the present moment and allowing us to begin to prototype our possible future.

Ask a Manager

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work *Ballantine Books*

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry,

author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together