

Get To Aha!: Discover Your Positioning DNA And Dominate Your Competition

Contains puzzles that first baffle and then delight problem solving addicts. Grew out of a collaboration between Bob Tappay and Martin Gardner to enliven the learning of mathematics.

WHY DON'T THEY JUST GET A JOB? describes the journey and the incredible results of Dave and Liane Phillips efforts to help those in poverty find their way to self sufficiency. Under the premise that existing job-readiness programs only focus on job placement and not retention to help the unemployed and underemployed, Dave and Liane Phillips created a poverty to economic self-sufficiency program with an 80% one-year employment retention rate. In the past three years this organization, Cincinnati Works, has brought \$25 million in wages locally to over 1500 families. The not-for-profit offers a complete spectrum of free, lifetime employment services for the entry-level job-seeker to sustain and advance in today's work climate. The model is a winner of the 2009 Manhattan Institute Social Entrepreneur Award. Following its success, Dave Phillips is now volunteering as a consultant for similar programs in other cities.

It is fun to sharpen your creative wits. The puzzles in Aha! do not require any special knowledge or vocabulary. The answers usually come with sudden insight. These "aha effects" are critical components in innovative problem-solving. Worthy believes that such thinking is a knack that can be nourished and strengthened. Most of all, though, the puzzles are meant to be enjoyable—a place to play, and let your mind show you how fun it is to think.

The AHA! Method book is for facilitators and teachers who work with youth. This book combines a tested philosophy with hands on ideas and activities. This is a must have practical manual for anyone who wants to have the highest impact working with young people.

Why Study History?

Strategic Management

Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition

AHA

Bridges Out of Poverty

Breakthrough

AHA Method Book

Risk everything . . . for love with this #1 New York Times bestseller. What if you couldn't touch anything in the outside world? Never breathe in the fresh air, feel the sun warm your face . . . or kiss the boy next door? In *Everything, Everything*, Maddy is a girl who's literally allergic to the outside world, and Olly is the boy who moves in next door . . . and becomes the greatest risk she's ever taken. My disease is as rare as it is famous. Basically, I'm allergic to the world. I don't leave my house, have not left my house in seventeen years. The only people I ever see are my mom and my nurse, Carla. But then one day, a moving truck arrives next door. I look out my window, and I see him. He's tall, lean and wearing all black—black T-shirt, black jeans, black sneakers, and a black knit cap that covers his hair completely. He catches me looking and stares at me. I stare right back. His name is Olly. Maybe we can't predict the future, but we can predict some things. For example, I am certainly going to fall in love with Olly. It's almost certainly going to be a disaster. *Everything, Everything* will make you laugh, cry, and feel everything in between. It's an innovative, inspiring, and heartbreakingly romantic debut novel that unfolds via vignettes, diary entries, illustrations, and more. And don't miss Nicola Yoon's *The Sun Is Also A Star*, the #1 New York Times bestseller in which two teens are brought together just when it seems like the universe is sending them in opposite directions. **Discover Your Next Breakthrough Idea** Every company starts with one idea—that one passion that keeps you up at night, gets you up every morning, and drives you to create something bigger than yourself. Turning an idea into a thriving business requires more than just passion. You'll need to think big, take risks, and be able to step back and recognize game-changing ideas that may already be in front of you. Those are your aha! moments. Business growth expert and serial entrepreneur Scott Duffy shares his journey and the aha! moments that led to launching and selling new businesses to innovators like Richard Branson's Virgin Group. Duffy also shares the stories of entrepreneurs who have turned their ideas into multi-million-dollar businesses, like Shaun White, Tony Robbins, Daymond John, and Gary Vaynerchuck, to help you: Be a nimble leader who makes quick buy smart decisions Unlock hidden gems in your business with the power of finding your "Why?" Apply growth strategies designed to scale your business in today's economy Build a positive company culture by bringing in the right people Determine which next step is right for your business after launch Create sustainability with efficient, effective processes Learn from your mistakes and turn failures into fortunes

From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. **Get to Aha!** shows how to establish the kind of foundation world-class brands are built on. Too many business leaders fail to ask the most basic questions about their company—Who are we? And why do we matter?—before they leap right into branding. Big mistake. A company must first know itself (establish its position) before it can express its identity (execute its branding). There are three types of companies in the world, each with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented—and it's absolutely critical for business leaders to know which type their company is to create an authentic and ultimately “sticky” position in the market. A company's DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a marketing campaign based on its belief that it is a Missionary, the underlying positioning will

not ring true and the company won't gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine your company's precise position in the marketing landscape, using Andy's DNA-based methodology. It takes you through the process of performing "genetic testing" on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company's role and relevance. Then and only then can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

"Highly readable . . . Entrepreneurial success stories are complemented by practical advice and resources for building a business." —Publishers Weekly

A carpenter gets tired of almost losing a finger every time he slices a bagel. Bam! The Bagel Guillotine. A mother is frustrated that her pantry is full of stale food because the packages don't close. Bam! Quick Seals. Howard Schultz notices on a trip to Italy that there are coffee bars on almost every corner. Bam! Starbucks. None of them had a barrel of cash. None of them had a ton of experience. They had a big idea and the will to follow through. Donny Deutsch's hit CNBC show *The Big Idea* put the spotlight on people who have the courage and stamina to make their dreams come true. Some think a big idea is like a lightning bolt striking out of the blue. But it's hardly ever like that. The big idea isn't an act of God. It's an act of daily life. Simply put, the idea that will make millions starts with an observation. It's the moment when you say, "There's gotta be a better way." It's the moment when you ask, "How can I solve this problem?" In *The Big Idea*, Deutsch draws not only on his own expertise, but on that of dozens of the successful entrepreneurs he has interviewed, to help you create your own enterprise. From the "Gut Check Moment" to "Mom Power," *The Big Idea* takes aspiring entrepreneurs along every step of the way.

Socially and Emotionally Intelligent Approach to Working with Teenagers

10 Ways to Free Your Creative Spirit and Find Your Great Ideas

The Guide to Creating a Game Changer

The No-fad Diet

A Beginner's Guide to Business Analytics

The Moments of Insight That Shape Our World

The AHA! Moment

Draws on expertise from psychology, neurology and evolutionary psychology to illuminate the process of spontaneous flashes of human insight, surveying engaging examples from the fields of religion, science, math and art.

Considering studying history at university? Wondering whether a history degree will get you a good job, and what you might earn? Want to know what it 's actually like to study history at degree level? This book tells you what you need to know. Studying any subject at degree level is an investment in the future that involves significant cost. Now more than ever, students and their parents need to weigh up the potential benefits of university courses. That 's where the *Why Study* series comes in. This series of books, aimed at students, parents and teachers, explains in practical terms the range and scope of an academic subject at university level and where it can lead in terms of careers or further study. Each book sets out to enthuse the reader about its subject and answer the crucial questions that a college prospectus does not.

Has companion: BLS basic life support provider manual.

Dive into the powerful world of business analytics and take the journey from insight to getting your Aha moments of business clarity where you see exciting new possibilities that lead to improved business productivity. The journey starts with developing your analytical thinking and learning how to use analytic tools and techniques that are especially useful with business data. The journey continues by combining the reader 's own deep situational knowledge and experience with their new analytical viewpoint ; this creates opportunities for insight and Aha! moments.

Where Reading and Writing Converge

How to Use Your Intuition to Get What You Desire and Deserve

Train Your Mind for Peace and Purpose Every Day

Discovering Your Life's Direction and Purpose

Aha! Aha! Insight

Getting to Aha!

Strategies for Professionals and Communities

***Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition* McGraw Hill Professional**

Jay Shetty, social media superstar and host of the #1 podcast On Purpose, distills the timeless wisdom he learned as a monk into practical steps anyone can take every day to live a less anxious, more meaningful life. When you think like a monk, you'll understand: -How to overcome negativity -How to stop overthinking -Why comparison kills love -How to use your fear -Why you can't find happiness by looking for it -How to learn from everyone you meet -Why you are not your thoughts -How to find your purpose -Why kindness is crucial to success -And much more... Shetty grew up in a family where you could become one of three things—a doctor, a lawyer, or a failure. His family was convinced he had chosen option three: instead of attending his college graduation ceremony, he headed to India to become a monk, to meditate every day for four to eight hours, and devote his life to helping others. After three years, one of his teachers told him that he would have more impact on the world if he left the monk's path to share his experience and wisdom with others. Heavily in debt, and with no recognizable skills on his résumé, he moved back home in north London with his parents. Shetty reconnected with old school friends—many working for some of the world's largest corporations—who were experiencing tremendous stress, pressure, and unhappiness, and they invited Shetty to coach them on well-being, purpose, and mindfulness. Since then, Shetty has become one of the world's most popular influencers. In 2017, he was named in the Forbes magazine 30-under-30 for being a game-changer in the world of media. In 2018, he had the #1 video on Facebook with over 360 million views. His social media following totals over 38 million, he has produced over 400 viral videos which have amassed more than 8 billion views, and his podcast, On Purpose, is consistently ranked the world's #1 Health and Wellness podcast. In this inspiring, empowering book, Shetty draws on his time as a monk to show us how we can clear the roadblocks to our potential and power. Combining ancient wisdom and his own rich experiences in the ashram, Think Like a Monk reveals how to overcome negative thoughts and habits, and access the calm and purpose that lie within all of us. He transforms abstract lessons into advice and exercises we can all apply to reduce stress, improve relationships, and give the gifts we find in ourselves to the world. Shetty proves that everyone can—and should—think like a monk.

Everyone has a purpose. And, according to Oprah Winfrey, "Your real job in life is to figure out as soon as possible what that is, who you are meant to be, and begin to honor your calling in the best way possible." That journey starts right here. In her latest book, The Path Made Clear, Oprah shares what

*she sees as a guide for activating your deepest vision of yourself, offering the framework for creating not just a life of success, but one of significance. The book's ten chapters are organized to help you recognize the important milestones along the road to self-discovery, laying out what you really need in order to achieve personal contentment, and what life's detours are there to teach us. Oprah opens each chapter by sharing her own key lessons and the personal stories that helped set the course for her best life. She then brings together wisdom and insights from luminaries in a wide array of fields, inspiring readers to consider what they're meant to do in the world and how to pursue it with passion and focus. Renowned figures such as Eckhart Tolle, Brene Brown, Lin-Manuel Miranda, Elizabeth Gilbert, Jay-Z, and Ellen DeGeneres share the greatest lessons from their own journeys toward a life filled with purpose. Paired with over 100 awe-inspiring photographs to help illuminate the wisdom of these messages, *The Path Made Clear* provides readers with a beautiful resource for achieving a life lived in service of your calling – whatever it may be.*

*Love is the surprising emotion that company builders cannot afford to ignore. Genuine, heartfelt devotion and loyalty from customers — yes, love — is what propels a select few companies ahead. Think about the products and companies that you really care about and how they make you feel. You do not merely like those products, you adore them. Consider your own emotions and a key insight is revealed: Love is central to business. Nobody talks about it, but it is obvious in hindsight. *Lovability: How to Build a Business That People Love and Be Happy Doing It* shares what Silicon Valley-based author and Aha! CEO Brian de Haaff knows from a career of founding successful technology companies and creating award-winning products. He reveals the secret to the phenomenal growth of Aha! and the engine that powers lasting customer devotion — a set of principles that he pioneered and named *The Responsive Method*. *Lovability* provides valuable lessons and actionable steps for product and company builders everywhere, including: • Why you should rethink everything you know about building a business • What a product really is • The magic of finding what your customers truly desire • How to turn business strategy and product roadmaps into customer love • Why you should chase company value, not valuation • Surveys to measure your company's lovability Brian de Haaff has spent the last 20 years focused on business strategy, product management, and bringing disruptive technologies to market. And in preparation for writing this book, he interviewed well-known startup founders, product managers, executives, and CEOs at hundreds of name brand and agile organizations. Their experiences, along with headline-grabbing case studies (both inspiring successes and cautionary tales), will help readers discover how to build something that matters. Much has been written about how entrepreneurs build innovative products and successful businesses, but the author's message is original and refreshing. He convincingly explains that there is a better path forward — a people-first way grounded in love. In a business world that has increasingly emphasized hype over substance and get-big-at-any-cost thinking over profitable and sustainable growth, it's time for a new recipe for company success. Insightful, thought-provoking, and sometimes controversial, *Lovability* is the book that you turn to when you know there has to be a better way.*

Lovability

Sparked

Think Like a Monk

2020 Handbook of Emergency Cardiovascular Care for Healthcare Providers (International English)

One Of Us Is Lying

The Aha! Factor

Challenging Conformity in Business and in Life

A groundbreaking guide to raising responsible, capable, happy kids Based on the latest research on brain development and extensive clinical experience with parents, Dr. Laura Markham's approach is as simple as it is effective. Her message: Fostering emotional connection with your child creates real and lasting change. When you have that vital connection, you don't need to threaten, nag, plead, bribe—or even punish. This remarkable guide will help parents better understand their own emotions—and get them in check—so they can parent with healthy limits, empathy, and clear communication to raise a self-disciplined child. Step-by-step examples give solutions and kid-tested phrasing for parents of toddlers right through the elementary years. If you're tired of power struggles, tantrums, and searching for the right “consequence,” look no further. You're about to discover the practical tools you need to transform your parenting in a positive, proven way.

"Aha! is a joyful, upbeat survey of ideas for enhancing creativity. Jordan Ayan's enthusiasm is hard to resist, and every reader will find personally suitable strategies. Aha! is an inspiring yet practical guidebook for freeing the creative spirit." --Betty Edwards, author of *Drawing on the Right Side of the Brain* "A delightful romp through the rich and complicated field of creativity. Ayan's Aha! is bound to make the reader's thinking more interesting and original." --Mihaly Csikszentmihalyi, ph.d., author of *Flow: the Psychology of Optimal Experience* "The future belongs to those who create it. Jordan Ayan's exceptional book will show you how to create yours by providing the keys to unlock your great ideas." --Daniel Burrus, author of *Technotrends* and a leading technology forecaster Behind every successful venture, there's a great idea. If you haven't found your great idea yet, or if you've always thought you "just weren't the creative type," Jordan Ayan's accessible and entertaining book will give you the confidence to listen to your own creative spirit and to find the breakthrough you've been waiting for. Based on the notion that creativity is a life skill that must be continually cultivated, Ayan offers ten strategies for finding and harnessing inspiration--wherever and whenever it occurs. His mini workshops will show you how travel, reading, the arts, new technology, journaling, and more can form the basic building blocks of a more creative and rewarding life.

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Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands "The Uber of this" "The Salesforce of that" "It's like Instagram, but for..." There is no such thing as an original idea anymore - right? Actually, it turns out that the world's most innovative companies have created so much more than just brand new products and technology. They've created entirely new market categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. Or does it? *Category Creation* is the first and only book on the topic written by executives and marketers actively building new categories. It explains how category creation has become the Holy Grail of marketing, and more importantly, how it can be planned and orchestrated. It's not about luck. You can use the same tactics that other category-defining companies have used to delight customers, employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company on top. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the “customer success” category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It requires much more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning a newly discovered problem in addition to your company and product offerings. The book explains the 7 key principles of category creation, including the

importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them. · Identify the “go” and “no go” signals for category creation in your business · Activate customers and influencers as brand ambassadors · Grow a community by investing in live events and experiences · Prove the impact of category creation investments on growth, customer success, and company culture Written for entrepreneurs, marketers, and executives from startups to large enterprises, *Category Creation* is the exclusive playbook for building a category defining brand in the modern economy.

One Couple's Mission to End Poverty in Their Community

The Big Idea

The God Moment That Changes Everything

Liberal Fascism

Basic Life Support Instructor Manual

Heartsaver First Aid Student Workbook (International English)

Category Creation

Sudden flashes of inspiration have triggered many discoveries and inventions throughout history. Are such aha! moments merely random, or is there a way to train the brain to harness these seemingly unpredictable creative insights? This fascinating overview of the latest neuroscience findings on spontaneous thought processes, or "snaps," describes how everyone—not just geniuses—can learn to improve the likelihood of their own "eureka" moments by adopting certain rewarding attitudes and habits. As the author explains, snaps are much more than new ideas. Snaps are insights plus momentum—they instantly compel or snap us toward action. They often occur after ordinary problem solving hits an impasse. We may feel stuck, but while we're in a quandary, the brain is rebooting. Then, when we least expect it, the solution pops into our heads. She describes the results of numerous scientific experiments studying this phenomenon. She also recounts intriguing stories of people in diverse disciplines who have had a snap experience. Both the research and the stories illustrate that it's possible to enhance our facility for snap moments by training ourselves to scan, sift, and solve. In the emerging economy, businesses and individuals need new strategies, and it's clear that just thinking harder no longer works. People who can snap are often a step ahead: they have a vigilance advantage from exercising brain cells that build mental agility. While snapping is rewarding, fun, and good for improving our mental skills, it's also much more: people who snap life-changing ideas that affect many others will redirect our future. Written in an accessible, jargon-free narrative that weaves together the latest research with illuminating stories of innovative people, this book teaches us how to cultivate our own inner epiphanies to gain an edge in our imaginations, our careers, our goals—indeed, in every aspect of our lives. Discover your unique imprint for work that makes you come alive, fills you with meaning, joy, purpose, and possibility, then spend the rest of your life doing it. We're all born with a certain “imprint” for work that makes us come alive. This is your "Sparketype®," your DNA-level driver of work that lets you know, deep down, you're doing what you're here to do. Work that motivates you, fills you with purpose and, fully-expressed in a healthy way, becomes a main-line to meaning, flow, performance, and joy. Put another way, work that “sparks” you. Sparked draws upon years of research, experimentation, more than 25-million data-points generated by over half-a-million people, and hundreds of deep-dive conversations with luminaries from science to art to industry and wellbeing. Award-winning author, serial wellness-industry founder, and host of the top-ranked Good Life Project®, Jonathan Fields, and his team at Spark Endeavors, developed the Sparketype imprints and methodology that is the basis of this book. In this book, Fields and his team will help you: Discover what sparks you, what drains you, where you stumble and come alive, so you can reclaim a sense of direction, control, and purpose; Understand the “real” reasons certain experiences, jobs, and roles leave you empty and know how to make things better, without having to endure big disruptive changes; Learn from real-world, relatable stories, case-studies, and data-driven insights; Identify the action steps to begin immediately transforming the way you work and live. Sparked takes you deep into the world of the Sparketypes, revealing an entirely new depth of insights about what makes you come alive in work life, along with what empties you out and trips you up, so you can avoid those life-drains. You'll discover tons of case studies, stories, and real-world applications, creating a comprehensive guide to help you discover what you are meant to do and how to get started.

In the sixth Mysterious You title, Aha!, kids delve into the secrets of smarts and discover what intelligence is, how it's measured, the different ways of thinking, intelligence in other species, computer intelligence and lots more. This series explores the mysteries of the human body using a mix of thoroughly researched factual information, amazing anecdotes and surprising try-it activities.

*In a book perfect for readers of Charles Duhigg's *The Power of Habit*, David Eagleman's *Incognito*, and Leonard Mlodinow's *Subliminal*, the cognitive neuroscientists who discovered how the brain has aha moments—sudden creative insights—explain how they happen, when we need them, and how we can have more of them to enrich our lives and empower personal and professional success. Eureka or aha moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical advantage. Such creative insights, as psychological scientists call them, were what conveyed an important discovery in the science of genetics to Nobel laureate Barbara McClintock, the melody of a Beatles ballad to Paul McCartney, and an understanding of the cause of human suffering to the Buddha. But these moments of clarity are not given only to the famous. Anyone can have them. In *The Eureka Factor*, John Kounios and Mark Beeman explain how insights arise and what the scientific research says about stimulating more of them. They discuss how various conditions affect the likelihood of your having an insight, when insight is helpful and when deliberate methodical thought is better suited to a task, what the relationship is between insight and intuition, and how the brain's right hemisphere contributes to creative thought. Written in a lively, engaging style, this book goes beyond scientific principles to offer productive techniques for realizing your creative potential—at home and at work. The authors provide compelling anecdotes to illustrate how eureka experiences can be a key factor in your life. Attend a dinner party with Christopher Columbus to learn why we need insights. Go to a baseball game with the director of a classic Disney Pixar movie to learn about one important type of aha moment. Observe the behind-the-scenes arrangements for an Elvis Presley concert to learn why the timing of insights is crucial. Accessible and compelling, *The Eureka Factor* is a fascinating look at the human brain and its seemingly infinite capacity to surprise us. Praise for *The Eureka Factor* “Delicious . . . In *The Eureka Factor*, neuroscientists John Kounios and Mark Beeman give many other examples of [a] kind of lightning bolt of insight, but back this up with the latest brain-imaging research.”—*Newsweek* “An incredible accomplishment . . . [*The Eureka Factor*] is not just a chronicle of the journey that numerous scientists (including the authors) have taken to examine insight but is also a fascinating guide to how advances in science are made in general. Messrs. Kounios and Beeman examine how a parade of clever experiments can be designed to answer specific questions and rule out alternative possibilities. . . . Wonderful ideas appear as if out of nowhere—and we are delighted.”—*The Wall Street Journal* “An excellent title for those interested in neuroscience or creativity . . . The writing is engaging and readable, mixing stories of famous perceptions with explanations of how such revelations happen.”—*Library Journal* (starred review) “A lively and accessible ‘brain’*

book with wide appeal.”—Booklist “[An] ingenious, thoughtful update on how the mind works.”—Kirkus Reviews “The Eureka Factor presents a fascinating and illuminating account of the creative process and how to foster it.”—James J. Heckman, Nobel laureate in economics

TikTok made me buy it

How to Make Your Entrepreneurial Dreams Come True, From the Aha Moment to Your First Million

How to Stop Yelling and Start Connecting

Peaceful Parent, Happy Kids

Aha Moments, Creative Insight, and the Brain

SNAP

Why Don't They Just Get a Job?

The nation's premier authority on heart-friendly food presents a revised and updated edition of their low-salt cookbook, featuring a delicious assortment of two hundred recipes, including updated version of old favorites and fifty new dishes, that emphasize the use of fresh ingredients, herbs, and spices to promote flavor. Reprint.

"This book offers a unique interpretation of traditional workshop instruction by showing teachers how to integrate their separate reading and writing workshops into one 'literacy workshop' (periodically and as dictated by student needs) that takes advantage of the inherent reciprocity between reading and writing. Through narrative discussion, student samples, photographs, instructional resources, online content, suggested lessons and various mentor texts, the book explains the structure of the literacy workshop, tells readers how to get started with it, and shows them how to decide when it's best to merge the two workshops into one. The book is divided into two parts. Part I (Chapters 1-4) lays the foundation and gives the nuts and bolts of literacy workshop. Part II (Chapters 5-9) includes engagement/strategy/topic focused demonstration lessons - which includes a primary and an intermediate level example lesson for each Big Idea"--

The international bestselling YA thriller by acclaimed author, Karen M. McManus - NOW A MAJOR NETFLIX SERIES. Five students go to detention. Only four leave alive. Yale hopeful Bronwyn has never publicly broken a rule. Sports star Cooper only knows what he's doing in the baseball diamond. Bad boy Nate is one misstep away from a life of crime. Prom queen Addy is holding together the cracks in her perfect life. And outsider Simon, creator of the notorious gossip app at Bayview High, won't ever talk about any of them again. He dies 24 hours before he could post their deepest secrets online. Investigators conclude it's no accident. All of them are suspects. Everyone has secrets, right? What really matters is how far you'll go to protect them. 'Tightly plotted and brilliantly written, with sharp, believable characters, this whodunit is utterly irresistible' - HEAT 'Twisty plotting, breakneck pacing and intriguing characterisation add up to an exciting single-sitting thrillerish treat' -THE GUARDIAN 'A fantastic murder mystery, packed with cryptic clues and countless plot twists. I could not put this book down' - THE SUN 'Pretty Little Liars meets The Breakfast Club' - ENTERTAINMENT WEEKLY

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

How to Build a Business That People Love and Be Happy Doing It

Hacking Growth

Rediscovering Ourselves After Stroke

Basic Life Support Provider Manual (International English)

The Big Aha

The American Heart Association Low-Salt Cookbook

Discover Your Unique Imprint for Work that Makes You Come Alive

What if the answers to your prayers are closer than you think? Do you keep asking, but feel your prayers are going unanswered or taking an extremely long time to come to fruition? Can you trust your gut feeling to guide you, when so far you've failed to manifest many of your goals? When Mariana Cooper hit up against the frustrations and heartbreak of dashed dreams, loss of loved ones and the complications that real life brings, she set out on a quest to learn the language in which we actually receive the answers to our desires. What she discovered is the Energetic Communication System that delivers the answers to our prayers - she calls it the Aha! Factor. Now it's time for you to activate your own Aha! Factor - The little-known language of Answered Prayer In this eye-opening book Mariana shares: · How to access your Aha! Factor to receive and interpret the answers to your prayers and intentions · What an Aha! Moment actually is and how to have more of them throughout your day to help you to make decisions that you can believe in. · The list of 101 Signs, Symbols and Synchronicities that show when a message is coming to you and what it means. · How to easily incorporate your Aha! Factor into all aspects of your life, including

money, love and other relationships, body, work, handling toxic people and situations and bringing your biggest dreams and goals to fruition much more quickly than you could ever do with logic alone. When you are fully aware of your Aha! Factor and how to use it, you can finally interpret the answers that are always being sent your way – and anything is possible!

“Fascists,” “Brownshirts,” “jackbooted stormtroopers”—such are the insults typically hurled at conservatives by their liberal opponents. Calling someone a fascist is the fastest way to shut them up, defining their views as beyond the political pale. But who are the real fascists in our midst? Liberal Fascism offers a startling new perspective on the theories and practices that define fascist politics. Replacing conveniently manufactured myths with surprising and enlightening research, Jonah Goldberg reminds us that the original fascists were really on the left, and that liberals from Woodrow Wilson to FDR to Hillary Clinton have advocated policies and principles remarkably similar to those of Hitler's National Socialism and Mussolini's Fascism. Contrary to what most people think, the Nazis were ardent socialists (hence the term “National socialism”). They believed in free health care and guaranteed jobs. They confiscated inherited wealth and spent vast sums on public education. They purged the church from public policy, promoted a new form of pagan spirituality, and inserted the authority of the state into every nook and cranny of daily life. The Nazis declared war on smoking, supported abortion, euthanasia, and gun control. They loathed the free market, provided generous pensions for the elderly, and maintained a strict racial quota system in their universities—where campus speech codes were all the rage. The Nazis led the world in organic farming and alternative medicine. Hitler was a strict vegetarian, and Himmler was an animal rights activist. Do these striking parallels mean that today's liberals are genocidal maniacs, intent on conquering the world and imposing a new racial order? Not at all. Yet it is hard to deny that modern progressivism and classical fascism shared the same intellectual roots. We often forget, for example, that Mussolini and Hitler had many admirers in the United States. W.E.B. Du Bois was inspired by Hitler's Germany, and Irving Berlin praised Mussolini in song. Many fascist tenets were espoused by American progressives like John Dewey and Woodrow Wilson, and FDR incorporated fascist policies in the New Deal. Fascism was an international movement that appeared in different forms in different countries, depending on the vagaries of national culture and temperament. In Germany, fascism appeared as genocidal racist nationalism. In America, it took a “friendlier,” more liberal form. The modern heirs of this “friendly fascist” tradition include the New York Times, the Democratic Party, the Ivy League professoriate, and the liberals of Hollywood. The quintessential Liberal Fascist isn't an SS storm trooper; it is a female grade school teacher with an education degree from Brown or Swarthmore. These assertions may sound strange to modern ears, but that is because we have forgotten what fascism is. In this angry, funny, smart, contentious book, Jonah Goldberg turns our preconceptions inside out and shows us the true meaning of Liberal Fascism.

We've all had “aha!” moments in our lives, times when a sudden revelation surprises us with insight. According to pastor and bestselling author Kyle Idleman, we can experience this same kind of “aha!” in our spiritual lives. With everyday examples and trademark testimonies, Idleman draws on Scripture to reveal how three key elements can draw us closer to God and change our lives for good. Awakening to the reality of our true spiritual condition, we see ourselves and our need for a Savior with renewed honesty. This realization leads to action, obeying God's commands and following the example set by Christ. As we see in the transformation of the prodigal son, the result is a life-changing, destiny-altering collision—an AHA moment that leads us home to our loving Father.

A balanced, sensible approach to a heart-healthy lifestyle introduces a simple method for calculating a person's ideal caloric intake, along with two weeks of menus, nutritional analyses, and two hundred new recipes, ranging from Sole Champignon to Vanilla Soufflé with Brandy-Plum Sauce. 50,000 first printing.

A Personal Plan for Healthy Weight Loss

The Eureka Factor

An Integrated Approach

Advanced Genealogy Research Techniques

Identity Theft

A Puzzle Approach to Creative Thinking

Product 15-2849

Really, why aren't people more successful? If you've ever had that idea that made you go 'Aha!' or made that proverbial light bulb go off in your head, you've probably had an idea that was a game-changer: the type of idea that makes life better, easier or more enjoyable for all who use it, and makes you rich and successful by implementing it. We all have great ideas at one point in time or another, but few of us have confidence and know-how to follow through with the idea to completion. In each chapter, I lay out the process of preparing yourself to be a game-changer, and show you how to take an idea from concept to its complete manifest form.

20-2804

In 2010, Debra Meyerson, a Stanford University professor, suffered a severe stroke in which she lost all speech and was paralyzed on her right side. Identity Theft centres on Debra's experience: her stroke, her extraordinary efforts to recover, and her journey to redefine herself. She draws on her skills as a social scientist and conversations with dozens of fellow survivors-, family members, friends, colleagues, therapists, and doctors to paint a new picture of the emotional journey through the identity-based challenges born from stroke and other accidents and illnesses that rob people of important capabilities. She shares amazing personal stories and uses them to illustrate lessons we can all learn from. She addresses these important questions: Who are you after a stroke? How do I define myself in the face of more limited abilities? How do you grieve the loss of you? What is really important to me? Who do you become during your recovery? How do I fit in? This is not a how-to book for recovery, nor will it tell you what you'll experience or how you should deal with the loss of ability, but it's a book full of hope for stroke survivors. It gives them and their support network a broad picture of what might lie ahead. And it explores some critical questions that, in the more prevalent focus on physical recovery, are all too often overlooked in the effort to help people who have lost capabilities from stroke or otherwise.

Everything, Everything

Seizing Your Aha! Moments

Aha!

Find Your Difference

The Path Made Clear

How Today's Fastest-Growing Companies Drive Breakout Success

The Secret History of the American Left, From Mussolini to the Politics of Meaning

Break through brick walls in your genealogical research Learn how to use innovative methods to unearth hard-to-find ancestors. **Advanced Genealogy Research Techniques** shows you, step by step, how to uncover elusive details by taking advantage of specialized tools and software programs and using proven best practices for breaking through the brick walls that have hindered your progress. You'll get professional advice on formulating a research strategy, understanding the details you discover, keeping careful track of your data, analyzing the evidence, and developing hypotheses. Real-world case studies demonstrate how you can apply the systematic procedures presented in this practical guide to your own research--and achieve success!

Examine the brick wall in detail to find potential weak spots that can be exploited into a breakthrough Use brute force techniques that leave no stone unturned Obtain exact copies of original records rather than derivative sources Research the family, associates, and neighbors (FANs) of your brick wall ancestor Consult with your family, friends, and colleagues to get a fresh perspective on your research Use crowdsourcing--genealogy societies, online forums, social media, blogs, wikis, and podcasts Apply technological solutions, including DNA testing and specialized genealogical software Get tips on hiring a professional genealogical researcher with the appropriate credentials and references Revisit your brick wall problem after honing your research skills Review your evidence, develop a research strategy, and keep a meticulous research log

An artist in a wild biotech future confronts aliens from another dimension—and finds a new way to get high—in this rollicking, psychedelic SF novel from Rudy Rucker. Biotechnology has replaced machines, and genetic modification is commonplace. At the forefront of this revolutionary change is artist Zad Plant, who works with living paint, lives in a talking home grown from plants, gets around on a giant roadspider, and has a sentient rat—complete with Kentucky accent—as a sidekick. Unfortunately for Zad, his career's on the skids, and his wife Jane has thrown him out. Enter qwet—quantum wetware—that changes Zad, making him cosmically high and giving him telepathy, and soon enough, a psychedelic revolution begins. Yet when mouths begin appearing in midair, eating people, Zad and Jane must travel through a wormhole to learn how to save their world. . . . Night Shade Books' ten-volume series with Rudy Rucker collects nine of the brilliantly weird novels for which the mathematician-turned-author is known, as well as a tenth, never-before-published book, *Million Mile Road Trip*. We're proud to collect in one place so much of the work of this influential figure in the early cyberpunk scene, and to share Rucker's fascinating, unique worldview with an entirely new generation of readers.

How to Build a Brand that Customers, Employees, and Investors Will Love

The Most Interesting Book You'll Ever Read about Intelligence

How to Harness the Aha! Moments That Spark Success

The Literacy Workshop