

## Peak How Great Companies Get Their Mojo From Maslow

*Plenty of books have been written on startups, but not much has been written about what happens next, when you want to scale and move your business into an advanced stage of growth. In **Scale Up**, Colin Mills draws on real life experience, working with thousands of businesses, to create a framework for scaling up that until now has just not existed.*

*In **Don't Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth**, author and six-time second CEO Les Trachtman offers his expertise on the most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as “get it right” and “be careful” can have a detrimental effect on a company’s future by conveying that such imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to: • Understand the metamorphosis required to transition from great founder to great CEO • Know when, and if, it’s time to replace yourself • Pick the right successor • Prepare yourself and your company for the fragile transition • Create a successful CEO transition • Separate yourself from the company There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.*

*“An invaluable operating manual,” says Tony Hsieh, Zappos CEO and author of **Delivering Happiness**. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, popular motivational speaker and bestselling author Chip Conley has written “a fresh, original guide to an authentic and fulfilling life.”\* With a foreword by Tony Hsieh, CEO of Zappos and author of **Delivering Happiness** When Chip Conley, dynamic author of the bestselling **Peak**, suffered a series of devastating personal and professional setbacks, he began using what he came to call “Emotional Equations” (such as Joy = Love - Fear) to help him focus on the variables in life that he could handle, rather than dwelling on the parts he couldn’t, such as the bad economy, death, and taxes. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, **Emotional Equations** offers a way to identify the elements in our lives that we can change, those we can’t, and how to better understand our emotions so they can help us . . . rather than hurt us. Equations like “Despair = Suffering - Meaning” and “Happiness = Wanting What You Have ÷ Having What You Want” have been reviewed for mathematical and psychological accuracy by experts. Now Conley tells his own comeback story and those of other resilient people and inspiring role models who have worked through emotional equations in their own lives. **Emotional Equations** arms you with practical strategies for turbulent times.*

*After fifteen years of rising to the pinnacle of the hospitality industry, Chip Conley's company was suddenly undercapitalized and overexposed in the post-dot.com, post-9/11 economy. For relief and inspiration, Conley, the CEO and founder of **Joie de Vivre Hospitality**, turned to psychologist Abraham Maslow's iconic **Hierarchy of Needs**. This book explores how Conley's company "the second largest boutique hotelier in the world" overcame the storm that hit the travel industry by applying Maslow's theory to what Conley identifies as the key **Relationship Truths** in business with **Employees, Customers and Investors**. Part memoir, part theory, and part application, the book tells of **Joie de Vivre's** remarkable transformation while providing real world examples from other companies and showing how readers can bring about similar changes in their work and personal lives. Conley explains how to understand the motivations of employees, customers, bosses, and investors, and use that understanding to foster better relationships and build an enduring and profitable corporate culture.*

***The Rebel Rules***

***The End of Great Ambitions***

***Unleash Your Soul for Peak Performance***

***A Guide to Overcoming Fear and Self-Doubt***

***Don't Mess It Up***

***The Surprising Science of Meetings***

***Owning the best companies for the long term***

***The Radium Girls***

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn't write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he'd been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess--like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire. Part manifesto and part playbook, **Wisdom@Work** ignites an urgent conversation about ageism in the workplace, calling on us to treat age as we would other type of diversity. In the

process, Conley liberates the term "elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you've been forced to make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, Wisdom@Work will help you write your next chapter.

'A Malcolm Gladwell-style social psychology/behavioural economics primer' Evening Standard Low-level dishonesty is rife everywhere, in the form of exaggeration, selective use of facts, economy with the truth, careful drafting - from Trump and the Brexit debate to companies that tell us 'your call is important to us'. How did we get to a place where bullshit is not just rife but apparently so effective that it's become the communications strategy of our times? This brilliantly insightful book steps inside the panoply of deception employed in all walks of life and assesses how it has come to this. It sets out the surprising logic which explains why bullshit is both pervasive and persistent. Why are company annual reports often nonsense? Why should you not trust estate agents? And above all, why has political campaigning become the art of stretching the truth? Drawing on behavioural science, economics, psychology and of course his knowledge of the media, Evan ends by providing readers with a tool-kit to handle the kinds of deceptions we encounter every day, and charts a route through the muddy waters of the post-truth age.

A cutting-edge guide to applying the latest research in brain science to leadership - to sharpen performance, encourage innovation, and enhance job satisfaction. \*\*Featured on NPR, Success, Investor Business Daily, Thrive Global, MindBodyGreen, The Chicago Tribune, and more\*\* There's a revolution taking place that most businesses are still unaware of. The understanding of how our brains work has radically shifted, exploding long-held myths about our everyday cognitive performance and fundamentally changing the way we engage and succeed in the workplace. Combining their expertise in both neuropsychology and management consulting, neuropsychologist Friederike Fabritius and leadership expert Dr. Hans W. Hagemann present simple yet powerful strategies for: - Sharpening focus - Achieving the highest performance - Learning and retaining information more efficiently - Improving complex decision-making - Cultivating trust and building strong teams Based on the authors' popular leadership programs, which have been delivered to tens of thousands of leaders all over the world, this clear, insightful, and engaging book will help both individuals and teams perform at their maximum potential, delivering extraordinary results. \*\*Named a Best Business Book of 2017 by Strategy+Business\*\*

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

Rules for Focused Success in a Distracted World

Why We Have Reached Peak Bullshit and What We Can Do About It

Pride, Delusion, and the Fall of General Electric

Why Certain Experiences Have Extraordinary Impact

Game-Changing Advisory Boards

How to Achieve Extraordinary Results Under the Most Difficult Circumstances

How to Achieve Maximal Performance in Business and Life

The Good Book on Business

***The only thing you'll find on the summit of Mount Everest is a divine view. The things that really matter lie far below. - Peak Marcello After fourteen-year-old Peak Marcello is arrested for scaling a New York City skyscraper, he's left with two choices: wither away in Juvenile Detention or go live with his long-lost father, who runs a climbing company in Thailand. But Peak quickly learns that his father's renewed interest in him has strings attached. Big strings. As owner of Peak Expeditions, he wants his son to be the youngest person to reach the Everest summit--and his motives are selfish at best. Even so, for a climbing addict like Peak, tackling Everest is the challenge of a lifetime. But it's also one that could cost him his life. Roland Smith has created an action-packed adventure about friendship, sacrifice, family, and the drive to take on Everest, despite the incredible risk. The story of Peak's dangerous ascent—told in his own words—is suspenseful, immediate, and impossible to put down.***

***Break through to your peak performance! Whether you're navigating your way on a new team, expanding your leadership role, or just trying to get heard in a meeting, you're facing the kind of workplace challenge we all run into sooner or later: you need a new performance. In Performance Breakthrough, Cathy Salit presents the revolutionary strategies that she's proven successful through over twenty years' experience custom-creating***

**workshops for powerhouse clients including American Express, Nike, Coca-Cola, and DIRECTV. Artfully blending techniques from theatrical performance with the new science of performative psychology, Salit guides readers through forging new relationships guaranteed to yield greater success and satisfaction. Performance Breakthrough outlines proven techniques, including taking an emotional inventory; crafting new scripts for greater confidence, stronger relationships, and better outcomes; building ensembles; improvising; and listening--really listening--including accepting others' criticism and input. No matter what your challenge, Salit's innovative philosophy, case studies, practical exercises, and inspiring advice will help you deliver your own top performance.**

**Super Founders uses a data-driven approach to understand what really differentiates billion-dollar startups from the rest—revealing that nearly everything we thought was true about them is false! Ali Tamaseb has spent thousands of hours manually amassing what may be the largest dataset ever collected on startups, comparing billion-dollar startups with those that failed to become one—30,000 data points on nearly every factor: number of competitors, market size, the founder's age, his or her university's ranking, quality of investors, fundraising time, and many, many more. And what he found looked far different than expected. Just to mention a few: Most unicorn founders had no industry experience; There's no disadvantage to being a solo founder or to being a non-technical CEO; Less than 15% went through any kind of accelerator program; Over half had strong competitors when starting--being first to market with an idea does not actually matter. You will also hear the stories of the early days of billion-dollar startups first-hand. The book includes exclusive interviews with the founders/investors of Zoom, Instacart, PayPal, Nest, Github, Flatiron Health, Kite Pharma, Facebook, Stripe, Airbnb, YouTube, LinkedIn, Lyft, DoorDash, Coinbase, and Square, venture capital investors like Elad Gil, Peter Thiel, Alfred Lin from Sequoia Capital and Keith Rabois of Founders Fund, as well as previously untold stories about the early days of ByteDance (TikTok), WhatsApp, Dropbox, Discord, DiDi, Flipkart, Instagram, Careem, Peloton, and SpaceX. Packed with counterintuitive insights and inside stories from people who have built massively successful companies, Super Founders is a paradigm-shifting and actionable guide for entrepreneurs, investors, and anyone interested in what makes a startup successful.**

**Former Naval Flight Officer Ace and TOPGUN instructor Bill Driscoll demonstrates how his own life-or-death aerial dogfights—and the preparation for them—can help guide high-risk corporate decisions. Interviews with over 200 senior executives and 26 Ace pilots, as well as strategies from Driscoll's own highly successful second career in commercial real estate, reinforce the consistent patterns underlying exceptional performance under pressure. Benefits •Make tough, split-second decisions under the pressure of the fast-paced, competitive battleground of global enterprise. •Cope with ever-changing business conditions, such as management changes, dwindling resources, and tight deadlines. •Boost personal, team, and organizational performance.**

**How You Can Lead Your Team to Peak Performance**

**Using Psychology to Design Better Products & Services**

**PEAK**

**How I Climbed to the Top in Network Marketing and How You Can Too**

**How Great Companies Get Their Mojo from Maslow Revised and Updated**

**Reaching the Peak**

**Find Your Focus, Own Your Attention, Invest 12 Minutes a Day**

**Leadership Principles for the Next Era of Capitalism**

**PEAK**How Great Companies Get Their Mojo from Maslow Revised and Updated John Wiley & Sons

Drive long-term profits and growth by making the company a place your employees love. In Great Company presents a practical approach to ensure that your employees perform at their highest possible levels. It's not about increasing salaries, offering huge bonuses, or investing in the latest employee engagement tools. The real answer is simpler, deeper, and longer-lasting: getting your people to love where they work. Founder and CEO of one of today's top leadership development firms, Best Practices Institute, Louis Carter takes you step by step through the process of building a lasting emotional connection between your staff and your company. Carter's proven strategy is founded on five key principles: collaboration, optimism, values, respect, and performance. Fuse them together, and your company will be the envy of your industry. This groundbreaking guide provides everything you need to create an environment where people have a strong sense of belonging—a place where people finally feel like they're part of something big, where employees want to work collaboratively and creatively, where your staff and your company grow together. Bridge the engagement gap by ensuring that every member of your team spends their entire work day in great company.

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design

rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles Can a good company become a great one and, if so, how? After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organization to

A Navy Ace Shows How to Make Great Decisions in the Heat of Business Battles

Peak Performance

Super Founders

A Radical Approach to Success at Work

Elevate Your Game, Avoid Burnout, and Thrive with the New Science of Success

What Data Reveals About Billion-Dollar Startups

Lessons from the #1 Bestseller of All Time

From Good to Great

Shows how executives can achieve optimum success at work by focusing on a program advocating self-improvement through mental and physical fitness

From Good to Great, takes you on a deep journey into your soul. It will help you to understand why you are who you are and how you can begin to take positive steps to become the person that God designed you to be. Understand what it takes to have success in love, health, and wealth.

Quality. We all make judgments about it every day. Yet articulating a clear definition of quality in an investing context is challenging. This book addresses the challenge, and distills years of practical investing experience into a definitive account of this under-explored investment philosophy. Finance theory has it that abnormal outcomes do not persist, that exceptional performance will soon enough become average performance. Quality investing involves seeking companies with the right attributes to overcome these forces of mean reversion and, crucially, owning these outstanding companies for the long term. This book pinpoints and explains the characteristics that increase the probability of a company prospering over time - as well as those that hinder such chances. Throughout, a series of fascinating real-life case studies illustrate the traits that signify quality, as well as some that flatter to deceive. The authors' firm, AKO Capital, has a strong track record of finding and investing in quality companies - helping it deliver a compound annual growth rate more than double that of the market since inception. Quality Investing sheds light on the investment philosophy, processes and tough lessons that have contributed to this consistent outperformance.

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

*Laws of UX*

*Why Aid Is Not Working and How There Is a Better Way for Africa*

*Peak Performance Under Pressure*

*Wisdom at Work*

*The Making of a Modern Elder*

*Secrets from the New Science of Expertise*

*The Leading Brain*

*Neuroscience Hacks to Work Smarter, Better, Happier*

Unearths the essence of new consumer behavior, explores the drive for authenticity over commodity and looks at why this is

21 privately-owned company owners share stories of how they leveraged advisory boards to help them build valuable, sustainable companies.

The post-Cold War era has been difficult for Japan. A country once heralded for evolving a superior form of capitalism and seemingly ready to surpass the United States as the world's largest economy lost its way in the early 1990s. The bursting of the bubble in 1991 ushered in a period of political and economic uncertainty that has lasted for over two decades. There were hopes that the triple catastrophe of March 11, 2011—a massive earthquake, tsunami, and accident at the Fukushima Daiichi nuclear power plant—would break Japan out of its torpor and spur the country to embrace change that would restart the growth and optimism of the go-go years. But several years later, Japan is still waiting for needed transformation, and Brad Glosserman concludes that the fact that even disaster has not spurred radical enough reform reveals something about Japan's political system and Japanese society. Glosserman explains why Japan has not and will not change, concluding that Japanese horizons are shrinking and that the Japanese public has given up the bold ambitions of previous generations and its current leadership. This is a critical insight into contemporary Japan and one that should shape our thinking about this vital country.

Describes the state of postwar development policy in Africa that has channeled billions of dollars in aid but failed to either reduce poverty or increase growth, offering a hopeful vision of how to address the problem.

*Daring To Be Yourself In Business*

*The Art of Capacity Planning*

*How To Take Your Business To The Next Level Without Losing Control And Running Out Of Cash*

*Quality Investing*

*Scaling Web Resources*

*Performance Breakthrough*

*Peak*

*Simple Truths for Creating Happiness + Success*

"A transfixing book on how to sustain peak performance and avoid burnout" —Adam Grant, *New York Times* bestselling author of *Option B*, *Originals*, and *Give and Take* "An essential playbook for success, happiness, and getting the most out of ourselves." Arianna Huffington, author of *Thrive* and *The Sleep Revolution* "I doubt anyone can read *Peak Performance* without itching to apply something to their own lives." —David Epstein, *New York Times* bestselling author of *The Sports Gene* A few common principles drive performance, regardless of the field or the task at hand. Whether someone is trying to qualify for the Olympics, break ground in mathematical theory or craft an artistic masterpiece, many of the practices that lead to great success are the same. In *Peak Performance*, Brad Stulberg, a former McKinsey and Company consultant and writer who covers health and the science of human performance, and Steve Magness, a performance scientist and coach of Olympic athletes, team up to demystify these practices and demonstrate how you can achieve your best. The first book of its kind, *Peak Performance* combines the inspiring stories of top performers across a range of capabilities—from athletic to intellectual and artistic—with the latest scientific insights into the cognitive and neurochemical factors that drive performance in all domains. In doing so, *Peak Performance* uncovers new linkages that hold promise as performance enhancers but have been overlooked in our traditionally-siloed ways of thinking. The result is a life-changing book in which you can learn how to enhance your performance via myriad ways including: optimally alternating between periods of intense work and rest; priming the body and mind for enhanced productivity; and developing and harnessing the power of a self-transcending purpose. In revealing the science of great performance and the stories of great performers across a wide range of capabilities, *Peak Performance* uncovers the secrets of success, and coaches you on how to use them. If you want to take your game to the next level, whatever "your game" may be, *Peak Performance* will teach you how.

When he was 26, Chip Conley broke the two cardinal rules of starting a business: he invested in an industry about which he knew nothing and he ignored the mantra "location, location, location." He bought a notorious "pay-by-the-hour" motel in a seedy San Francisco neighborhood. A dozen years later, Chip is the "boy wonder" of the American travel industry, famous for his entrepreneurial genius, creativity, and sense of fun. In *The Rebel Rules*, Conley shares his success secrets. He focuses on the primary traits -- vision, passion, instinct, and agility -- that characterize today's fast company leaders. His guidebook doubles as a toolbox for anyone -- whether a virgin entrepreneur or a corporate manager -- who wants to walk in step with today's business innovators. *The Rebel Rules* will show you how to: Tap into your natural talents and focus on what you can control Build a fanatical customer base and create great buzz Engage employees and encourage them to break the rules Kick butt in business and still have a life With exercises and activities that will develop these and other business skills, *The Rebel Rules* will transform the way you approach your career.

*Profit from the Peak* contains the information you need to successfully navigate the end of our oil-based economy. It takes a hard look at the future of oil and gas, examines how you

*can effectively invest in these resources, and profit from energy alternatives that are poised to power the years ahead. Along the way, this book also explores the potential, and possible limitations, of each major energy source, while carefully cover the investing angles of each one.*

*\*\*\*NATIONAL BESTSELLER\*\*\* STOP FOR A MOMENT. Are you here right now? Is your focus on this page? Or is it roaming elsewhere, to the past or future, to a worry, to your to-do list, or to your phone? Whether you're simply browsing, talking to friends, or trying to stay focused in an important meeting, you can't seem to manage to hang on to your attention. No matter how hard you try, you're somewhere else. The consequence is that you miss out on 50 percent of your life—including the most important moments. The good news: There's nothing wrong with you—your brain isn't broken. The human brain was built to be distractible. The even better news: You can train your brain to pay attention more effectively. Stay with me a little longer and soon you will be able to: Focus without all the struggle. Take back your attention from the pull of distraction. And function at your peak, for all that truly matters in your life.*

*Deep Work*

*The Soul of the New Consumer*

*The Heart of Business*

*The End of Oil and the Greatest Investment Event of the Century*

*The Corporate Athlete*

*How Great Companies Get Their Mojo from Maslow*

*In Great Company: How to Spark Peak Performance By Creating an Emotionally Connected Workplace*

*The Confidence Gap*

**How could General Electric--perhaps America's most iconic corporation--suffer such a swift and sudden fall from grace? This is the definitive history of General Electric's epic decline, as told by the two Wall Street Journal reporters who covered its fall. Since its founding in 1892, GE has been more than just a corporation. For generations, it was job security, a solidly safe investment, and an elite business education for top managers. GE electrified America, powering everything from lightbulbs to turbines, and became fully integrated into the American societal mindset as few companies ever had. And after two decades of leadership under legendary CEO Jack Welch, GE entered the twenty-first century as America's most valuable corporation. Yet, fewer than two decades later, the GE of old was gone. Lights Out examines how Welch's handpicked successor, Jeff Immelt, tried to fix flaws in Welch's profit machine, while stumbling headlong into mistakes of his own. In the end, GE's traditional win-at-all-costs driven culture seemed to lose its direction, which ultimately caused the company's decline on both a personal and organizational scale. Lights Out details how one of America's all-time great companies has been reduced to a cautionary tale for our times.**

**Preface -- Setting the meeting stage -- So many meetings and so much frustration -- Get rid of meetings? no, solve meetings through science -- Evidence-based strategies for leaders -- The image in the mirror is likely wrong -- Meet for 48 minutes -- Agendas are a hollow crutch -- The bigger, the badder -- Don't get too comfortable in that chair -- Deflate negative energy from the start -- No more talking! -- The folly of the remote call-in meeting -- Putting it all together -- Epilogue: trying to get ahead of the science' using science -- Tool: meeting quality self-assessment -- Tool: sample engagement survey and 360 feedback questions on meetings -- Tool: good meeting facilitation checklist -- Tool: huddle implementation checklist -- Tool: agenda template -- Tool: guide to taking good meeting minutes/notes -- Tool: expectations assessment -- Acknowledgments -- References -- Index**

**Proven principles for sustainable success, with new leadership insight PEAK is the popular, transformative guide to doing business better, written by a seasoned entrepreneur/CEO who has disrupted his favorite industry not once, but twice. Author Chip Conley, founder and former CEO of one of the world's largest boutique hotel companies, turned to psychologist Abraham Maslow's Hierarchy of Needs at a time when his company was in dire need. And years later, when the young founders of Airbnb asked him to help turn their start-up home sharing company into a world-class hospitality giant, Conley once again used the principles he'd developed in PEAK. In the decade since this book's first edition, Conley's PEAK strategy has been developed on six continents in organizations in virtually every industry. The author's foundational premise is that great leaders become amateur psychologists by understanding the unique needs of three key relationships—with employees, customers, and investors—and this message has resonated with every kind of leader and company including some of the world's best-known, from Apple to Facebook. Avid users of PEAK have found that the principles create greater loyalty and differentiation with their key stakeholders. This new second edition includes in-depth examples of real-world PEAK companies, including the author's own at Airbnb, and exclusive PEAK leadership practices that will take you—and your company's performance—to new heights. Whether you're at a startup or a Fortune 500 company, at a for-profit, nonprofit, or governmental organization, this book can help you and your people reach potential you never realized you had. Understand how Maslow's hierarchy makes for winning business practices Learn how PEAK drove some of today's top businesses to success Help employees reach their full potential—and beyond Transform the customer experience and keep investors happy The PEAK framework succeeds because it elevates the business from the inside out. These same principles apply in the boardroom, the breakroom, and your living room at home, and have proven to be the foundation of healthy, fulfilled lives. Even if you think you're doing great, you could always be doing better—and PEAK gives you a roadmap to the next level.**

**A New York Times, USA Today, Wall Street Journal, and Amazon Charts Bestseller! For fans of Hidden Figures, comes the incredible true story of the women heroes who were exposed to radium in factories across the U.S. in the early 20th century, and their brave and groundbreaking battle to strengthen workers' rights, even as the fatal poison claimed their own lives... In the dark years of the First World War, radium makes gleaming headlines across the nation as the fresh face of beauty, and wonder drug of the medical community. From body lotion to tonic water, the popular new element shines bright. Meanwhile, hundreds of girls toil amidst the glowing dust of the radium-dial factories. The glittering chemical covers their bodies from head to toe; they light up the night like industrious fireflies. With such a coveted job, these "shining girls" are the luckiest alive — until they begin to fall mysteriously ill. And, until they begin to come forward. As the women start to speak out on the corruption, the factories that once offered golden opportunities ignore all claims of the gruesome side effects. And as the fatal poison of the radium takes hold, the brave shining girls find themselves embroiled in one of the biggest scandals of America's early 20th century, and in a groundbreaking battle for workers' rights that will echo for centuries to come. A timely story of corporate greed and the brave figures that stood up to fight for their lives, these women and their voices will shine for years to come. Written with a sparkling voice and breakneck pace, The Radium Girls fully illuminates the inspiring young women exposed to the "wonder" substance of radium, and their awe-inspiring strength in the**



face of almost impossible circumstances. Their courage and tenacity led to life-changing regulations, research into nuclear bombing, and ultimately saved hundreds of thousands of lives...

Peak Business Performance Under Pressure

Lights Out

Peak Mind

Leveraging Outside Wisdom to Deliver Sustainable Value

Profit from the Peak

Scale Up

### Authenticity - What We Buy and Why in the New Economy

Success on the web is measured by usage and growth. Web-based companies live or die by the ability to scale their infrastructure to accommodate increasing demand. This book is a hands-on and practical guide to planning for such growth, with many techniques and considerations to help you plan, deploy, and manage web application infrastructure. The Art of Capacity Planning is written by the manager of data operations for the world-famous photo-sharing site Flickr.com, now owned by Yahoo! John Allspaw combines personal anecdotes from many phases of Flickr's growth with insights from his colleagues in many other industries to give you solid guidelines for measuring your growth, predicting trends, and making cost-effective preparations. Topics include: Evaluating tools for measurement and deployment Capacity analysis and prediction for storage, database, and application servers Designing architectures to easily add and measure capacity Handling sudden spikes Predicting exponential and explosive growth How cloud services such as EC2 can fit into a capacity strategy In this book, Allspaw draws on years of valuable experience, starting from the days when Flickr was relatively small and had to deal with the typical growth pains and cost/performance trade-offs of a typical company with a Web presence. The advice he offers in The Art of Capacity Planning will not only help you prepare for explosive growth, it will save you tons of grief.

Too many of us miss out on opportunities in life because we lack self-confidence. Whether it's public speaking, taking on a leadership role, or asking someone for a date, there are situations in which we just don't feel equipped to handle the challenges we face. Russ Harris offers a surprising solution to low self-confidence, shyness, and insecurity: Rather than trying to "get over" our fears, he says, the secret is to form a new and wiser relationship with them. Paradoxically, it's only when we stop struggling against our fearfulness that we begin to find lasting freedom from it. Drawing on the techniques of Acceptance and Commitment Therapy (ACT), a cutting-edge form of cognitive-behavioral therapy, The Confidence Gap explains how to:

- Free yourself from common misconceptions about what confidence is and how to build it
- Transform your relationship with fear and anxiety
- Clarify your core values and use them as your inspiration and motivation
- Use mindfulness to effectively handle negative thoughts and feelings.

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In The Heart of Business, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. The Heart of Business is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

Have you ever thought your business was meant to be much more than just a means to make money? Biblical businesses are God's first choice as the means to bless mankind, build character, and develop faith. They hold the solution for much of what ails our economy and our culture.

Join Dave Kahle as he explores what the Bible has to say about businesses and your role in leading a kingdom oriented business. You'll uncover Biblical truths that you may have never seen before. Your views on business will never be the same. Find your place in the movement and unlock the full potential of your business.

How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth

Stall Points

The Dark Story of America's Shining Women

Peak Japan

The Power of Moments

Post-Truth

Dead Aid

Emotional Equations

***"This book is a breakthrough, a lyrical, powerful, science-based narrative that actually shows us how to get better (much better) at the things we care about."—Seth Godin, author of Linchpin "Anyone who wants to get better at anything should read [Peak]. Rest assured that the book is not mere theory. Ericsson's research focuses on the real world, and he explains in detail, with examples, how all of us can apply the principles of great performance in our work or in any other part of our lives."—Fortune Anders Ericsson has made a career studying chess champions, violin virtuosos, star athletes, and memory mavens. Peak distills three decades of myth-shattering research into a powerful learning strategy that is fundamentally different from the way people traditionally think about acquiring new abilities. Whether you want to stand out at work, improve your athletic or musical performance, or help your child achieve academic goals, Ericsson's revolutionary methods will show you how to improve at almost any skill that matters to you. "The science of excellence can be divided into two eras: before Ericsson and after Ericsson. His groundbreaking work, captured in this brilliantly useful book, provides us with a blueprint for achieving the most important and life-changing work possible: to become a little bit better each day."—Dan Coyle, author of The Talent Code "Ericsson's research has revolutionized how we think about human achievement. If everyone would take the lessons of this book to heart, it could truly change the world."—Joshua Foer, author of Moonwalking with Einstein***

***In enemy airspace, high above the treetops of North Vietnam, two US F-4 Phantom jet fighters have downed their fifth enemy plane, thus securing their new status as "Aces." The skies are finally quiet, and the safety of the ocean is just ahead. But in that brief moment of victory, they are blindsided by a surface-to-air missile. Bill "Willy" Driscoll, one of the most highly decorated Naval Flight Officers of the last fifty years, demonstrates how his TOPGUN training prepared him for both life-or-death aerial dogfights and the demands of difficult business decisions. His remarkable military experiences, his 26-year award-winning career in the highly competitive Southern California commercial real estate market, and personal interviews with twenty-six other Ace pilots and over 200 business executives serve as a blueprint for achieving extraordinary results under the most difficult circumstances organizations face each day. Topics include preparation, risk assessment, team building, focus and listening, self-evaluation and improvement, avoiding pitfalls, and much more. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.***

***Why Some Companies Make the Leap ... and Others Don't***

***Good to Great***