

## Little Bets How Breakthrough Ideas Emerge From Small Discoveries

*A small seafood restaurant attracts new customers with virtually no marketing budget. A four-person iPad case manufacturer generates more than \$1M in revenue in four months with only four employees. A voiceover company is able to connect thousands of artists with opportunities, all without expensive hardware and software. A law firm increases access to key information while dramatically reducing technology-related costs and risks. And these four companies are hardly unique. A new breed of small businesses is using Software as a Service (SaaS), free and open source software, social media and networks, mobility, cloud computing, and other emerging technologies to do things simply not possible even five years ago. In *The New Small*, you'll discover how these companies creatively and intelligently use technology to: Reach new customers Reduce costs Increase internal collaboration and communication Create flexible work environments Rife with profiles from a wide variety of industries, *The New Small* offers pragmatic advice and lessons about how small businesses are harnessing the power of emerging technologies. It's a must-read for small business owners and those thinking about starting their own shops. About the Author Phil Simon is an independent technology consultant, author, writer, and dynamic public speaker for hire. He focuses on the intersection of business and technology. He is the author of *Why New Systems Fail* and *The Next Wave of Technologies*. Praise A powerful, important, and eye-opening book. Simon expertly demonstrates how, by skillfully using technology, social media, and collaborative tools, even the smallest of businesses can achieve amazing levels of success. *The New Small* is a very big idea. Read it, but be warned: You may want to change your life once you've finished it. Mitch Joel, President, Twist Image and author of *Six Pixels of Separation* We've known for a while that small is the new big, to quote Seth Godin, but a piece has been missing specifically the piece that explains how technology has been accelerating the trend and how companies can harness technology to take advantage of it. In *The New Small*, Phil Simon does a masterful job of filling that void. I heartily recommend it. Bo Burlingham, editor-at-large Inc. magazine and author of *Small Giants: Companies That Choose To Be Great Instead of Big* *The New Small* is a veritable treasure chest of management tips and technologies. Simon's storytelling rivals Malcolm Gladwell and his knowledge of technology rivals Chris Anderson. A must-read. Paul Spiegelman, Author, *Why is Everyone Smiling?* From arrows to gunpowder, from ATMs to email, technology has always been the great equalizer. In this powerful and indispensable book, Phil Simon shows how small and medium-sized business can out-duel the big guys through smart and sharp adoption of nimble tech. *The New Small* shows precisely why, what, and how inexpensive technology can improve every facet of your business. It's not a book, it's an investment in transformation. Jay Baer, co-author of *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social* An excellent book for seasoned business owners and entrepreneurs alike. Ever wondered what new technologies are out there and if they make sense for your business? When you read *The New Small*, be sure to have a notepad and highlighter handy, You will be using both as you gleam*

*nuggets of technology and business insight. Highly recommended. Shama Kabani, Author of the Bestselling book The Zen of Social Media Marketing*

*A remarkable new way to move beyond biases and blind spots (especially if you don't think you have any!) so you can communicate more effectively with a friend, lover, relative, or colleague You know what it feels like to be "at odds" with someone. Sometimes it seems like you are speaking completely different languages. Cognitive neuroscientist Dr. Dawna Markova and communication expert Angie McArthur have spent years developing and implementing tools to help people find common ground. In Reconcilable Differences, they provide the strategies you need to bridge the gap at the heart of your differences with others. Each of us possesses rational intelligence: the capacity to divide information into discrete categories, processes, and logical steps. But you may not realize that the secret to building bridges between people lies hidden in your relational intelligence: the way you communicate, understand, learn, and trust. Reconcilable Differences shows you how to map mind patterns (the secret to pinpointing communication pitfalls) and identify thinking talents (the catalysts for peak performance). You will gain insights into how you learn in order to turn doubt into trust and uncertainty into productive engagement. Brimming with anecdotes and advice not only from the authors' files but also from their own experiences as a mother- and daughter-in-law who are like night and day, Reconcilable Differences is your guidebook for making profoundly positive change with those you care about. Advance praise for Reconcilable Differences "Reconcilable Differences offers an inspiring way to bridge differences with someone you care about. It will help you identify and improve your relational intelligence, and become a better communicator in the process."—Deepak Chopra, co-author of You Are the Universe: Discovering Your Cosmic Self and Why It Matters "Dawna Markova and Angie McArthur offer an extremely insightful road map to navigating the diverse ways each of us approaches making ourselves understood, as well as the way we tend to hear others. The insights and strategies herein are simple and elegant. The advice is as invaluable for success at work as it is for success in life."—Peter Sims, founder and CEO, Parliament, Inc., and author of Little Bets: How Breakthrough Ideas Emerge from Small Discoveries "True communication begins with understanding yourself and the way you are being understood. This book is a powerful guide to self-analysis and bridge-building."—Suzy Amis Cameron, co-founder, the MUSE School*

*A step-by-step guide to successfully transforming any organization It is well recognized that succeeding at innovation is fundamental in today's hyper-competitive global marketplace. It is the only way to outperform current and emerging competitors sustainably. But what we call "innovation" is messy and difficult and too often lacks the rigor and discipline of other management processes. The Innovator's Field Guide: Market Tested Methods and Frameworks to Help You Meet Your Innovation Challenges changes that. It is a practical guide that moves beyond the "why" to the "how" of making innovation happen, for leaders and practitioners inside organizations of all sizes. Written by two pioneers in the field of embedding innovation in organization, The Innovator's Field Guide focuses on the most pressing innovation problems and specific challenges innovation leaders will face and offers concrete*

*solutions, tools, and methods to overcome them. Each chapter describes a specific innovation challenge and details proven ways to address that challenge. Includes practical ideas, techniques, and leading practices. Describes common obstacles and offers practical solutions. Any leader or professional who needs concrete solutions—right now—to the critical challenges of innovation will find invaluable aid in the practical, easy-to-understand, and market-tested approaches of The Innovator's Field Guide.*

*The Perfect Scent is the thrilling inside story of the global perfume industry, told through two creators working on two very different scents.*

*The Surprising Path to Greater Creativity*

*Little Bets*

*How Breakthrough Ideas Emerge from Small Discoveries*

*Kill the Company*

*The Innovator's Field Guide*

*Find Your Own Path to Fulfillment*

*Zig Zag*

*The Innovators and Technologies That Are Transforming Government*

What others in the trenches say about *The Pragmatic Programmer*... “The cool thing about this book is that it’s great for keeping the programming process fresh. The book helps you to continue to grow and clearly comes from people who have been there.” —Kent Beck, author of *Extreme Programming Explained: Embrace Change* “I found this book to be a great mix of solid advice and wonderful analogies!” —Martin Fowler, author of *Refactoring and UML Distilled* “I would buy a copy, read it twice, then tell all my colleagues to run out and grab a copy. This is a book I would never loan because I would worry about it being lost.” —Kevin Ruland, Management Science, MSG-Logistics “The wisdom and practical experience of the authors is obvious. The topics presented are relevant and useful.... By far its greatest strength for me has been the outstanding analogies—tracer bullets, broken windows, and the fabulous helicopter-based explanation of the need for orthogonality, especially in a crisis situation. I have little doubt that this book will eventually become an excellent source of useful information for journeymen programmers and expert mentors alike.” —John Lakos, author of *Large-Scale C++ Software Design* “This is the sort of book I will buy a dozen copies of when it comes out so I can give it to my clients.” —Eric Vought, Software Engineer “Most modern books on software development fail to cover the basics of what makes a great software developer, instead spending their time on syntax or technology where in reality the greatest leverage possible for any software team is in having talented developers who really know their craft well. An excellent book.” —Pete McBreen, Independent Consultant “Since reading this book, I have implemented many of the practical suggestions and tips it contains. Across the board, they have saved my company time and money while helping me get my job done quicker! This should be a desktop reference for everyone who works with code for a living.” —Jared Richardson, Senior

Software Developer, iRenaissance, Inc. "I would like to see this issued to every new employee at my company...." —Chris Cleeland, Senior Software Engineer, Object Computing, Inc. "If I'm putting together a project, it's the authors of this book that I want. . . . And failing that I'd settle for people who've read their book." —Ward Cunningham

Straight from the programming trenches, *The Pragmatic Programmer* cuts through the increasing specialization and technicalities of modern software development to examine the core process--taking a requirement and producing working, maintainable code that delights its users. It covers topics ranging from personal responsibility and career development to architectural techniques for keeping your code flexible and easy to adapt and reuse. Read this book, and you'll learn how to Fight software rot; Avoid the trap of duplicating knowledge; Write flexible, dynamic, and adaptable code; Avoid programming by coincidence; Bullet-proof your code with contracts, assertions, and exceptions; Capture real requirements; Test ruthlessly and effectively; Delight your users; Build teams of pragmatic programmers; and Make your developments more precise with automation. Written as a series of self-contained sections and filled with entertaining anecdotes, thoughtful examples, and interesting analogies, *The Pragmatic Programmer* illustrates the best practices and major pitfalls of many different aspects of software development. Whether you're a new coder, an experienced programmer, or a manager responsible for software projects, use these lessons daily, and you'll quickly see improvements in personal productivity, accuracy, and job satisfaction. You'll learn skills and develop habits and attitudes that form the foundation for long-term success in your career. You'll become a Pragmatic Programmer.

NATIONAL BESTSELLER A Book of the Year Selection for Inc. and Library Journal "This book picks up where *The Tipping Point* left off." -- Adam Grant, Wharton professor and New York Times bestselling author of *ORIGINALS* and *GIVE AND TAKE*

Nothing "goes viral." If you think a popular movie, song, or app came out of nowhere to become a word-of-mouth success in today's crowded media environment, you're missing the real story. Each blockbuster has a secret history—of power, influence, dark broadcasters, and passionate cults that turn some new products into cultural phenomena. Even the most brilliant ideas wither in obscurity if they fail to connect with the right network, and the consumers that matter most aren't the early adopters, but rather their friends, followers, and imitators -- the audience of your audience. In his groundbreaking investigation, Atlantic senior editor Derek Thompson uncovers the hidden psychology of why we like what we like and reveals the economics of cultural markets that invisibly shape our lives. Shattering the sentimental myths of hit-making that dominate pop culture and business, Thompson shows quality is insufficient for success, nobody has "good taste," and some of the most popular products in history were one bad break away from utter failure. It may be a new world, but there are some enduring truths to what audiences and consumers want. People love a familiar surprise: a product that is bold, yet sneakily recognizable. Every business, every artist, every person looking to promote themselves and their work wants to know what makes some works so successful while others disappear. *Hit Makers* is a magical mystery tour through the last century of pop culture blockbusters and the most valuable currency of the twenty-first century—people's attention. From the dawn of impressionist art to the future of Facebook, from small Etsy designers to the origin of Star Wars, Derek Thompson leaves no pet rock unturned to tell the fascinating story of how culture happens and why things

become popular. In *Hit Makers*, Derek Thompson investigates:

- The secret link between ESPN's sticky programming and the The Weeknd's catchy choruses
- Why Facebook is today's most important newspaper
- How advertising critics predicted Donald Trump
- The 5th grader who accidentally launched "Rock Around the Clock," the biggest hit in rock and roll history
- How Barack Obama and his speechwriters think of themselves as songwriters
- How Disney conquered the world—but the future of hits belongs to savvy amateurs and individuals
- The French collector who accidentally created the Impressionist canon
- Quantitative evidence that the biggest music hits aren't always the best
- Why almost all Hollywood blockbusters are sequels, reboots, and adaptations
- Why one year--1991--is responsible for the way pop music sounds today
- Why another year --1932--created the business model of film
- How data scientists proved that "going viral" is a myth
- How 19th century immigration patterns explain the most heard song in the Western Hemisphere

Taking a brass tacks approach to communication, *How to Have Confidence and Power in Dealing With People* explains how to interact with others as they really are, not as you would like them to be. The goal is to get what you want from them successfully – be it cooperation, goodwill, love or security. Les Giblin, a recognized expert in the field of human relations, has devised a method for dealing with people that can be used when relating with anyone – parents, teachers, bosses, employees, friends, acquaintances, even strangers. Giblin shows step by step how to get what you want at any time and in ways that leave you feeling good about yourself. Moreover, the people who have given you what you want wind up feeling good about themselves, too. The result? Nobody gets shortchanged. It's a win-win situation. Each chapter includes a handy summary, so there's absolutely no chance of missing the book's key points. You can also use these recaps to refresh your memory after you've finished the book. Instead of feeling miserable about your interpersonal skills, read this best-selling guide and learn to succeed with people in every area of your life.

How did Pixar go from producing CAT scan images to winning Oscars? How did Steve Jobs turn Apple into a world-beating company? How does Amazon's culture encourage innovation? How can you find the creative solutions demanded by our ever-changing world? The answer, according to renowned business thought-leader Peter Sims, is *LITTLE BETS*. In these fast-moving times, it's next to impossible to predict what's around the corner, and harder still to formulate a foolproof plan to deal with it. Truly innovative companies, Sims argues, don't get caught up in projections and predictions. Instead, they embrace uncertainty, take a chance, fail quickly and learn fast. This method has formulated thousands of modern advances, from Google's PageRank to Starbucks coffee shops - if you harness its power, what could you achieve?

The Perfect Scent

How Small, Everyday Innovations Drive Oversized Results

Connecting in a Disconnected World

Diamonds in the Dust

How to Succeed in an Age of Distraction

PyroMarketing

Ascent of the A-word

*Lays out strategies for harnessing one's creativity for greater success, drawing on the wisdom of more than two hundred creative thinkers, including Steve Jobs and Chris Rock.*

*As an employee, you suspect that your best ideas are valuable and could greatly benefit your organization. Management also recognizes that a company's ability to compete is contingent on how well it leverages its employees' ideas. So, why are individuals at all levels of organizations typically poor advocates for ideas? Intrapreneurship provides an engaging guide for both managers and employees on how to direct the flow of ideas and foster a culture of entrepreneurship within their company's existing structure. Based on Kevin C. Desouza's research and experience consulting with thirty global organizations, Intrapreneurship outlines ways to mobilize all types of ideas – including blockbusters with the potential to create radically new external products and services, and more incremental innovations for improving internal processes. With practical frameworks and real life examples for both employees and managers, Intrapreneurship will help you to identify the value in your own ideas and those of others to ultimately benefit your organization.*

*Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the "right things," but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate.*

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

The No Asshole Rule

Hit Makers

*Intrapreneurship*

*Culturematic*

*Using Small Wins to Ignite Joy, Engagement, and Creativity at Work*

*A Crash Course on Creativity*

*The Startup Game*

*Big Little Breakthroughs*

Joel Saltzman teaches readers how to create "surprising, yet inevitable" solutions, no matter the challenge or task at hand. Easily. Consistently. And economically. *Shake That Brain!* is a collection of creative and inspiring tips and tools for finding solutions in a variety of areas—from sales, marketing, and product creation to ethics, innovation, and the bottom line. Backed by powerful and compelling examples from a wide variety of real-life applications, Joel Saltzman delivers energy, edge—and lots of fun—as he guides readers through a series of proven formulas for creating outstanding solutions, from harnessing the power of opposite thinking to turning your worst ideas into your best ideas ever. Filled with exercises, easy-to-apply formulas, entertaining pop-quizzes, and eye-opening teaching examples from the world of business, technology, advertising, and more, here's a solution-finding guidebook that can be used for succeeding on the job or at home. Joel Saltzman is a professional speaker, consultant, and bestselling author. He has conducted *Shake That Brain!* programs for Grey Advertising International, Harley Davidson, the U.S. Department of the Treasury, and Warner Bros. Studios. His work has been called "witty and rewarding" by *People Magazine* and he's the recipient of a national Audie award for "Best Educational and Training Audio." His website is [www.shakethatbrain.com](http://www.shakethatbrain.com)

Provides an experimental approach to innovation, using such popular culture examples as NFL Films, Starbucks, and J. Crew to show how success can be achieved through prototyping and testing.

A science-backed method to maximize creative potential in any sphere of life. With the prevalence of computer technology and outsourcing, new jobs and fulfilling lives will rely heavily on creativity and innovation. Keith Sawyer draws from his expansive research of the creative journey, exceptional creators, creative abilities, and world-changing innovations to create an accessible, eight-step program to increasing anyone's creative potential. Sawyer reveals the surprising secrets of highly creative people (such as learning to ask better questions when faced with a problem), demonstrates how to come up with better ideas, and explains how to carry those ideas to fruition most effectively. This science-backed, step-

by step method can maximize our creative potential in any sphere of life. Offers a proven method for developing new ideas and creative problem-solving no matter what your profession Includes an eight-step method, 30 practices, and more than 100 techniques that can be launched at any point in a creative journey Psychologist, jazz pianist, and author Keith Sawyer studied with world-famous creativity expert Mihaly Csikszentmihalyi Sawyer's book offers a wealth of easy to apply strategies and ideas for anyone who wants to tap into their creative power.

In the story of every great company and career, there is one defining moment when luck and skill collide. This book is about making that moment happen. According to Frans Johansson's research, successful people and organizations show a common theme. A lucky moment occurs and they take advantage of it to change their fate. Consider how Diane von Furstenberg saw Julie Nixon Eisenhower on TV wearing a matching skirt and top, and created the timeless, elegant wrap-dress. That was a "click moment" of unexpected opportunity. Johansson uses stories from throughout history to illustrate the specific actions we can take to create more click moments, place lots of high-potential bets, open ourselves up to chance encounters, and harness the complex forces of success that follow.

Innovation Engine

Escaping the Competitive Herd

Reconcilable Differences

Discover Your Authentic Leadership

End the Status Quo, Start an Innovation Revolution

A Year Inside the Perfume Industry in Paris and New York

The Culting of Brands

The New Small

Little Bets How Breakthrough Ideas Emerge from Small Discoveries Simon and Schuster

Presents a history of the word "asshole"--from its use by World War II servicemen to express frustration at arrogant superiors to its first use in print by Norman Mailer to George W. Bush's use of the word to describe a journalist.

The era of mass marketing is ending—replaced by the power of customer evangelists unleashed through a systematic approach to word-of-mouth called PyroMarketing. Learn how the system that sparked a revolution in the Christian marketplace can fuel the success of your business. Word-of-mouth is the biggest influence on consumer purchases and its influence is growing. How do you tap its power? The key is not some new technology or advertising fad. The best way to understand the marketing process, the way messages are sent, received, acted upon, and spread,



is to think of fire. PyroMarketing simplifies word-of-mouth to a four-step system that optimizes your advertising dollars by targeting the right customers and then converting them into unpaid sales and marketing evangelists. Tapping the latest research into the brain and human behavior, Greg Stielstra demonstrates how traditional marketing techniques are expensive, obsolete, and doomed to failure—while PyroMarketing principles deliver powerful results over the long-term and for less money. Illustrated with case studies including *The Purpose-Driven Life*, one of the bestselling books of all time, and the breakaway phenomenon *The Passion of the Christ*, PyroMarketing is a comprehensive strategy that can help any business reach and retain new markets.

“I want a meaningful career—not just a job. But how do I get there?” When passion drives your choices and your talents shine, opportunities abound. But you can’t get there if you don’t know where or how to start. This book shows you how. Since 1987, Echoing Green has provided over thirty million dollars in seed funding to the world’s top young social entrepreneurs who figured out the where and the how. But their paths weren’t straight or always clear. How did they do it? Meet five of these change makers and see for yourself as they dig deep and find their way. Career choice is a destination, not a decision, and having the right tools to navigate the ride is essential. The stories in this book will help you listen to your heart, use your head, and unleash your hustle. Meanwhile, thought-provoking questions will prompt you to discover what moves you most—what gets you out of bed in the morning—and guide you as you take inventory of your beliefs, acquired skills, and innate gifts so you can lock onto your inspiration. PLUS, more than 150 career resources and programs targeted toward helping you move your vision forward in real time that will put your career on the fast track. With a foreword by LIVESTRONG’s Lance Armstrong and Doug Ulman and an afterword by Harlem Children’s Zone’s Geoffrey Canada, *Work on Purpose* is your source for inspiration and practical guidance around creating a career that will change your life—and the world. -- Provided by publisher.

The Secrets of Building a Plastic Injection Molding Machine

Consistent Compounding for Extraordinary Wealth Creation

How breakthrough ideas emerge from small discoveries

Conversations with the World's Most Creative People

How Reality TV, John Cheever, a Pie Lab, Julia Child, Fantasy Football, Burning Man, the Ford Fiesta Movement, Rube Goldberg, NFL Films, Wordle, Two and a Half Men, a 10,000-year Symphony, and ROFLcon Memes Will Help You Create and Execute Breakthrough Ideas

Building a Civilized Workplace and Surviving One That Isn't

The Four-Step Strategy to Ignite Customer Evangelists and Keep Them for Life

The Pragmatic Programmer

What if working like crazy to beat the competition did exactly the opposite, making you mediocre and more like the competition? In today ’ s world of overabundant consumer choices and superfluous apps, upgrades, add-ons, and features, brands have become nearly identical, as their efforts to outdo one another have pushed them into a dizzying herd of indistinct options. Youngme Moon identifies the outliers, the mavericks, the iconoclasts—the players who have thoughtfully rejected orthodoxy in favor of an approach that is more adventurous. Some are even “ hostile, ” almost daring you to buy what they are selling. Using her original research on

companies such as IKEA and Google, Moon will inspire you to be counterintuitive and meaningfully different—to rethink your business strategy, to stop conforming and start deviating, to stop emulating and start innovating. Because to stand out you must become the exception, not the rule.

A fresh and original look at the phenomenon of "cult branding" -- how companies cultivate fanatical customer loyalty. At first glance, companies like Apple and Nike have little in common with organizations like the Hell 's Angels and the Unification Church. But in reality, they all fulfill the main definition of a cult: They attract people who see themselves as different from the masses in some fundamental way. Contrary to stereotypes, most cult members aren 't emotionally unstable —they 're just normal folks searching for a sense of belonging. Marketing expert Douglas Atkin has spent years researching both full-blown cults and companies that use cult-branding techniques. He interviewed countless cult members to find out what makes them tick. And he explains exactly how brands like Harley- Davidson, Saturn, JetBlue, and Ben & Jerry 's make their customers feel unique, important, and part of an exclusive group —and how that leads to solid, long-term relationships between a company and its customers. In addition to describing a fascinating phenomenon, *The Culting of Brands* will be of enormous value to business leaders. It will teach marketers how to align themselves with a specific segment of the population, how to attract and keep new " members, " how to establish a mythology about the company, and how to manage a workforce filled with true believers. Once a brand achieves cult status, it becomes almost impossible for a competitor to dethrone it. *The Culting of Brands* will reveal the secrets of fierce customer identification and, most important, unbreakable loyalty.

*True North* shows how anyone who follows their internal compass can become an authentic leader. This leadership tour de force is based on research and first-person interviews with 125 of today ' s top leaders—with some surprising results. In this important book, acclaimed former Medtronic CEO Bill George and coauthor Peter Sims share the wisdom of these outstanding leaders and describe how you can develop as an authentic leader. *True North* presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan centered on five key areas: Knowing your authentic self  
Defining your values and leadership principles  
Understanding your motivations  
Building your support team  
Staying grounded by integrating all aspects of your life  
*True North* offers an opportunity for anyone to transform their leadership path and become the authentic leader they were born to be. Personal, original, and illuminating stories from Warren Bennis, Sir Adrian Cadbury, George Shultz (former U.S. secretary of state), Charles Schwab, John Whitehead (Cochairman, Goldman Sachs), Anne Mulcahy (CEO, Xerox), Howard Schultz (CEO, Starbucks), Dan Vasella (CEO, Novartis), John Brennan (Chairman, Vanguard), Carol Tome (CFO, Home Depot), Donna Dubinsky (CEO/cofounder, Palm), Alan Horn (President, Warner Brothers), Ann Moore (CEO, Time, Inc.) and many others illustrate the transitions that shape the type of leaders who will thrive in the 21st century. Bill George (Cambridge, MA) has spent over 30 years in executive leadership positions at Litton, Honeywell, and Medtronic. As CEO of Medtronic, he built

the company into the world's leading medical technology company as its market capitalization increased from \$1.1 billion to \$60 billion. Since 2004, he has been a professor at the Harvard Business School. His 2004 book *Authentic Leadership* (0-7879-7528-1) was a *BusinessWeek* bestseller. Peter Sims (San Francisco, CA) established "Leadership Perspectives," a course on leadership development at the Stanford Graduate School of Business and cofounded the London office of Summit Partners, a leading investment firm. Their Web site is [www.truenorthleaders.com](http://www.truenorthleaders.com).

What hidden skill links successful people in all walks of life? The answer is surprisingly simple: they know how to ask the right questions at the right time. Questions help us break down barriers, discover secrets, solve puzzles, and imagine new ways of doing things. The right question can provide for us not only the answer we need right then but also the ones we'll need tomorrow. Emmy award-winning journalist and media expert Frank Sesno wants to teach you how to question others in a methodical, intentional way so that you can find the same success that others have found by mastering this simple skill. In *Ask More*, you will learn: How the Gates Foundation used strategic questions to plan its battle against malaria How turnaround expert Steve Miller uses diagnostic questions to get to the heart of a company's problems How creative questions animated a couple of techie dreamers to brainstorm Uber How journalist Anderson Cooper uses confrontational questions to hold people accountable Throughout *Ask More*, you'll explore all different types of inquiries--from questions that cement relationships, to those that will help you plan for the future. By the end, you'll know what to ask and when, what you should listen for, and what you can expect as the outcome.

When Customers Become True Believers

Agents of Change

Inside the Partnership between Venture Capitalists and Entrepreneurs

True North

Assholism, the First Sixty Years

The Progress Principle

From Ego-System to Eco-System Economies

From Journeyman to Master

The government reform expert and acclaimed author of *The Solution Revolution* presents a roadmap for navigating the digital government era. In October 2013, *HealthCare.gov* went live—and promptly crashed. Poor website design was getting in the way of government operations, and the need for digital excellence in public institutions was suddenly crystal clear. Hundreds of the tech industry's best and brightest dedicated themselves to redesigning the government's industrial-era frameworks as fully digital systems. But to take Washington into the 21st century, we have to start by imagining a new kind of government. Imagine prison systems that use

digital technology to return nonviolent offenders promptly and securely into society. Imagine a veteran's health care system built around delivering a personalized customer experience for every Vet. We now have the digital tools—such as cloud computing, mobile devices, and analytics—to stage a real transformation. Delivering on Digital provides the handbook to make it happen. A leading authority on government reform, William D. Eggers knows how we can use tech-savvy teams, strong leadership, and innovative practices to reduce the risks and truly achieve a digitally transformed government.

Here is a book that brings the art of plastic injection molding to the home shop level. Working with plastics can be a fun and profitable hobby. If you have ever wanted to produce custom made plastic parts or just want to know how it's done then this book is for you. Included are complete step by step instructions on how to build a small inexpensive table top injection molding machine capable of injecting up to 1/2 ounce of plastic into a mold. Sources for plastic will be those things normally thrown away. Stuff like plastic milk jugs, soda pop bottles, plastic oil cans etc. You will learn the basic principles of injection molding and how to design and make your own molds. Begin by making a simple mold to test the machine. Then a mold for a plastic knob that will be used on the machine. Progress to a mold for a small plastic container with a snap lid. It won't be long before you will be creating new products of your own design. I'll even show you how to cast replacements for broken or missing plastic parts. Just think of the possibilities. And the finished items you make will turn out so nice and look so professional that it will be hard to believe you made them yourself. Construction is simple and straight forward, but it will require basic metal working knowledge and access to a metal lathe and a drill press along with other hand and power tools associated with metal working and machine work in general.

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need

to maximize their people's performance.

Our Time Is Now We have entered an age of disruption. Financial collapse, climate change, resource depletion, and a growing gap between rich and poor are but a few of the signs. Otto Scharmer and Katrin Kaufer ask, why do we collectively create results nobody wants? Meeting the challenges of this century requires updating our economic logic and operating system from an obsolete "ego-system" focused entirely on the well-being of oneself to an eco-system awareness that emphasizes the well-being of the whole. Filled with real-world examples, this thought-provoking guide presents proven practices for building a new economy that is more resilient, intentional, inclusive, and aware. "A watershed! An inspiring, practical weaving of the inner and outer dimensions of the systemic changes so many around the world are now working toward." —Peter Senge, Senior Lecturer, MIT Sloan School of Management; Founding Chair, Society for Organizational Learning; and author of *The Fifth Discipline* "Scharmer and Kaufer have succeeded in writing the book that has the potential to transform civilization from one based on a rapacious, ego-driven economics to a viable, ecological, awareness-based model. This is a must-read for anyone who cares. It may well be the single most important book you ever read." —Arthur Zajonc, President, Mind and Life Institute, and author of *Meditation as Contemplative Inquiry* "Scharmer and Kaufer provide a creative and practical approach to shifting our economies. I see business as a movement, and this book shares that movement with the world, offering us inspiration to tap into the deeper levels of our humanity and urging us to transform the crises of our times." —Eileen Fisher, founder, Eileen Fisher, Inc. "The shift to an eco-system economy is emerging everywhere around us. Otto's and Katrin's clarity in identifying that this shift requires change-makers to expand our thinking from the head to the heart has helped me to be more intentional in designing processes to awaken the hearts of entrepreneurs everywhere. This is a necessary condition for the emergence of the new economy." —Michelle Long, Executive Director, Business Alliance for Local Living Economies "The purpose of business is to enhance the well-being of society. The 4.0 framework for transforming capitalism matters because it addresses a blind spot in our current discourse: how to create institutional innovations that could shift our economy from ego- to eco-system awareness at the scale of the whole." —Guilherme Peirão Leal, founder and Cochairman, Natura Cosméticos

Shake That Brain

Why Design Matters

Market Tested Methods and Frameworks to Help You Meet Your Innovation Challenges

Managing Ideas Within Your Organization

Work on Purpose

Thinking with People Who Think Differently

Ask More

The Power of Questions to Open Doors, Uncover Solutions, and Spark Change

***The challenges we face these days are so great that we cannot rely entirely on ourselves, our communities, or our organizations to support us and help us stay on track. We need a small group of people with whom we can have in-depth discussions and share intimately about the most important things in our lives—our happiness and sadness, our hopes and fears, our beliefs and convictions. For the past thirty-five years, Bill George and Doug Baker have found the answer in what they call True North Groups. “At various times,” George and Baker write, “a True North Group will function as a nurturer, a grounding rod, a truth teller, and a mirror. At other times the group functions as a challenger or an inspirer. When people are wracked with self-doubts, it helps build their courage and ability to cope.” Drawing on recent research in psychology and sociology, George and Baker explain why True North Groups are so critical to helping us develop the self-awareness, compassion, emotional intelligence, and authenticity required to be inspired human beings and inspiring leaders. They cover every detail from choosing members, establishing norms, and dealing with conflicts to evaluating progress and deciding when it’s time to restructure. True North Groups provides a wealth of practical resources, including suggested topics for the first twelve meetings, advice on facilitating groups, techniques to evaluate group satisfaction, and much more. For the millions of people who are searching for greater meaning and intimacy in their lives, this book will help them to grow as leaders and as people—and to stay on course to their True North.***

***Foreword by Roxane Gay “Debbie Millman brings her Design Matters podcast, ‘about how the most creative people in the world create their lives,’ to the page with this excellent interview anthology. Sharpened by Millman’s penetrating commentary, the candid musings teem with insight and empathy. This sparkling collection is one to be savored slowly.”—Publisher’s Weekly The author, educator, brand consultant, and host of the widely successful and award-winning podcast Design Matters showcases dozens of her most exciting interviews, bringing together insights and reflections from today’s leading creative minds from across diverse fields. “Debbie Millman has become a singular voice in the world of intimate, enlightening conversations. She has demonstrated time, and again, why design matters.”—Roxane Gay, from the foreword Over the course of her popular podcast’s fifteen-year reign, Debbie Millman has interviewed more than 400 creative minds. In those conversations, she has not only***

*explored what it means to design a creative life, but has, as Millman's wife, Roxane Gay, assesses in her foreword, "created a gloriously interesting and ongoing conversation about what it means to live well, overcome trauma, face rejection, learn to love and be loved, and thrive both personally and professional." In this illustrated, curated anthology, Millman includes approximately 80 of her best interviews with visionaries from across diverse fields. Grouped by category—Legends, Truth Tellers, Culture Makers, Trendsetters, and Visionaries—these eye-opening, entertaining, and enlightening conversations—offer insights into new ways of being and living. Accompanying each entry is a brief biography, a portrait photographed by Millman, and a pull quote written in Millman's artistic hand. Why Design Matters features 100 images and includes interviews with: Marina Abramovic, Cey Adams, Elizabeth Alexander, Laurie Anderson, Lynda Barry, Allison Bechdel, Michael Bierut, Brené Brown, Alain de Botton, Eve Ensler, Shepard Fairey, Tim Ferriss, Louise Fili, Kenny Fries, Anand Girhidardas, Cindy Gallop, Malcolm Gladwell, Milton Glaser, Ira Glass, Seth Godin, Thelma Golden, Gabrielle Hamilton, Steven Heller, Jessica Hische, Michael R. Jackson, Oliver Jeffers, Saeed Jones, Thomas Kail, Maira Kalman, Chip Kidd, Anne Lamott, Elle Luna, Carmen Maria Machado, Thomas Page McBee, Erin McKeown, Chanel Miller, Mike Mills, Marilyn Minter, Isaac Mizrahi, Nico Muhly, Eileen Myles, Emily Oberman, Amanda Palmer, Priya Parker, Esther Perel, Maria Popova, Edel Rodriguez, Paula Scher, Amy Sherald, Simon Sinek, Pete Souza, Aminatou Sow, Brandon Stanton, Cheryl Strayed, Amber Tamblyn, Christina Tosi, Tea Uglow, Chris Ware, and Albert Watson.*

*In the ever-changing world of business, we've arrived at a point where process has trumped culture, where the race toward efficiency has left us unable to reach our potential. Stuck in the land of status quo, we've forgotten how to think. The very structures put in place to help businesses grow are now holding us back;; it's time to Kill the Company. This book is a call to arms: to start a revolution in how we think and work. But instead of more one-size-fits-all change initiatives forced upon employees, we need to embrace small changes that create ripple effects throughout the organization. Lisa Bodell urges companies to move from "Zombies, Inc." to "Think, Inc." Thinking can no longer be exclusive to the creative team or lead strategists. A culture of curiosity must be fostered among the ranks to shake up our standard practices, from unproductive meetings to go-nowhere strategic planning. This revolution can and will awaken our ability to think, and ultimately, to innovate and grow.*

*A breakthrough book on the transformative power of collaborative thinking Collaborative intelligence, or*

***CQ, is a measure of our ability to think with others on behalf of what matters to us all. It is emerging as a new professional currency at a time when the way we think, interact, and innovate is shifting. In the past, “market share” companies ruled by hierarchy and topdown leadership. Today, the new market leaders are “mind share” companies, where influence is more important than power, and success relies on collaboration and the ability to inspire. Collaborative Intelligence is the culmination of more than fifty years of original research that draws on Dawna Markova’s background in cognitive neuroscience and her most recent work, with Angie McArthur, as a “Professional Thinking Partner” to some of the world’s top CEOs and creative professionals. Markova and McArthur are experts at getting brilliant yet difficult people to think together. They have been brought in to troubleshoot for Fortune 500 leaders in crisis and managers struggling to inspire their teams. When asked about their biggest challenges at work, Markova and McArthur’s clients all cite a common problem: other people. This response reflects the way we have been taught to focus on the gulfs between us rather than valuing our intellectual diversity—that is, the ways in which each of us is uniquely gifted, how we process information and frame questions, what kind of things deplete us, and what engages and inspires us. Through a series of practices and strategies, the authors teach us how to recognize our own mind patterns and map the talents of our teams, with the goal of embarking together on an aligned course of action and influence. In Markova and McArthur’s experience, managers who appreciate intellectual diversity will lead their teams to innovation; employees who understand it will thrive because they are in touch with their strengths; and an entire team who understands it will come together to do their best work in a symphony of collaboration, their individual strengths working in harmony like an orchestra or a high-performing sports team. Praise for Collaborative Intelligence “Rooted in the latest neuroscience on the nature of collaboration, Collaborative Intelligence celebrates the power of working and thinking together at the highest levels of business and politics, and in the smallest aspects of our everyday lives. Dawna Markova and Angie McArthur show us that our ability to collaborate is not only a measure of intelligence, but essential to solving the world’s problems and seeing the possibilities in ourselves and others.”—Arianna Huffington “This inspiring book teaches you how to align your intention with the intention of others, and how, through shared strengths and talents, you have every right to expect greatness and set the highest goals and expectations.”—Deepak Chopra “Everyone talks about collaboration today, but the rhetoric typically outweighs the reality. Collaborative Intelligence offers tangible tools for those serious about becoming***



***‘system leaders’ who can close the gap and make collaboration real.”—Peter M. Senge, author of The Fifth Discipline “I have worked with Markova and McArthur for several years, focusing on achieving better results through intellectual diversity. Their approach has encouraged more candid debate and collaborative behavior within the team. The team, not individuals, becomes the hero.”—Al Carey, CEO, PepsiCo***

***How to Have Confidence and Power in Dealing with People***

***True North Groups***

***How to Create Winning Solutions and Have Fun While You're At It***

***The Entrepreneur's Guide to Creating and Managing Breaththrough Innovation***

***Strategy and Tactics for Social Innovation***

***Life Is What You Make It***

***inGenius***

***Delivering on Digital***

***Adapted from inGenius: A Crash Course on Creativity by international bestselling author and Stanford University Professor Tina Seelig, Ph.D., Innovation Engine distills a dozen years of teaching creativity and entrepreneurship into an interactive guide that turns our natural curiosity and imagination into concrete and action-oriented concepts that can be put into practice immediately. Seelig illustrates how motivation, mind-set, physical environment and social situations can work together to enhance creativity. She explains that creativity lies at the intersection of our internal world (knowledge, imagination, and attitude) and external environment (resources, habitats, and culture). By understanding how these factors fit together and influence one another, Innovation Engine provides the tools to jump-start our own innovation engines and allows us to look at every word, object, idea and moment as an opportunity for ingenuity.***

***Entrepreneurs drive the future, and the last several decades have been a thrilling ride of astounding, far-reaching innovation. Behind this transformative progress are also the venture capitalists - who are at once the investors, coaches and allies of the entrepreneurs. William H. Draper III knows this story first-hand, because as a venture capitalist, he helped write it. For more than 40 years, Bill Draper has worked with top entrepreneurs in fabled Silicon Valley, where today's vision is made into tomorrow's reality. The Startup Game is the first up-close look at how the relationship between venture capitalists and entrepreneurs is critical to enhancing the success of any economy. From a venture capitalist who saw the potential of Skype, Apollo Computer, Hotmail, OpenTable, and many other companies, come firsthand stories of success. In these pages, Draper explores how to evaluate innovative ideas and the entrepreneurs behind those ideas, and he shares lessons from Yahoo, Zappos, Baidu, Tesla Motors, Activision, Measurex, and more.***

***Also, in revealing his on-the-ground account of how Deng Xiaoping brought China roaring into the modern world and how Manmohan Singh unlocked the creative genius of Indian entrepreneurs, Draper stresses the essential value of farsighted political leadership in creating opportunity. The author also discusses his efforts to bring best practices of the venture capitalist/entrepreneur partnership to the social sector. Written in an engaging narrative, and incorporating many of the author's personal experiences, this book provides a much-needed look at how the world of venture capital and entrepreneurship works.***

***Imaginative. Innovative. Ingenious. These words describe the visionaries we all respect and admire. And they can describe you, too. Contrary to common belief, creativity is not a gift some of us are born with. It is a skill that all of us can learn. International bestselling author and award-winning Stanford University educator Tina Seelig has worked with some of the business world's best and brightest, who are now among the decision-makers at companies such as Google, Genentech, IBM, and Cisco. In inGenius she expertly demystifies creativity, offering a set of tools and guidelines that anyone can use. A fantastic resource for everyone wanting to achieve their ambitions, and for readers of Jason Fried's Rework, and Seth Godin's Poke the Box.***

***The pressure to generate big ideas can feel overwhelming. We know that bold innovations are critical in these disruptive and competitive times, but when it comes to breakthrough thinking, we often freeze up. Instead of shooting for a \$10-billion payday or a Nobel Prize, the most prolific innovators focus on Big Little Breakthroughs—small creative acts that unlock massive rewards over time. By cultivating daily micro-innovations, individuals and organizations are better equipped to tackle tough challenges and seize transformational opportunities. How did a convicted drug dealer launch and scale a massively successful fitness company? What core mindset drove LEGO to become the largest toy company in the world? How did a Pakistani couple challenge the global athletic shoe industry? What simple habits led Lady Gaga, Banksy, and Lin-Manuel Miranda to their remarkable success? Big Little Breakthroughs isn't just for propeller-head inventors, fancy-pants CEOs, or hoodie-donning tech billionaires. Rather, it's a surpassingly simple system to help everyday people become everyday innovators.***

***Nail it Then Scale it***

***How a New Breed of Small Businesses is Harnessing the Power of Emerging Technologies***

***Different***

***The Click Moment***

***A Powerful Path to Personal and Leadership Development***

***Collaborative Intelligence***

***Seizing Opportunity in an Unpredictable World***

***Leading from the Emerging Future***

## Access Free Little Bets How Breakthrough Ideas Emerge From Small Discoveries

*While governments around the world struggle to maintain service levels amid fiscal crises, social innovators are improving citizen outcomes by changing the system from within. The authors offer compelling stories, lively illustrations, and insightful interpretations on how innovators, social entrepreneurs, and change agents are dealing effectively with powerful opponents, bureaucratic hurdles, and the challenges of securing resources and support.*

*“An enthusiastic, example-rich argument for innovating in a particular way—by deliberately experimenting and taking small exploratory steps in novel directions. Light, bright, and packed with tidy anecdotes” (The Wall Street Journal). What do Apple CEO Steve Jobs, comedian Chris Rock, prize-winning architect Frank Gehry, and the story developers at Pixar films all have in common? Bestselling author Peter Sims found that rather than start with a big idea or plan a whole project in advance, they make a methodical series of little bets, learning critical information from lots of little failures and from small but significant wins. Reporting on a fascinating range of research, from the psychology of creative blocks to the influential field of design thinking, Sims offers engaging and illuminating accounts of breakthrough innovators at work, and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers.*

*From composer, musician, and philanthropist Peter Buffett comes a warm, wise, and inspirational book that asks, Which will you choose: the path of least resistance or the path of potentially greatest satisfaction? You may think that with a last name like his, Buffett has enjoyed a life of endless privilege. But the son of billionaire investor Warren Buffett says that the only real inheritance handed down from his parents was a philosophy: Forge your own path in life. It is a creed that has allowed him to follow his own passions, establish his own identity, and reap his own successes. In *Life Is What You Make It*, Buffett expounds on the strong set of values given to him by his trusting and broadminded mother, his industrious and talented father, and the many life teachers he has met along the way. Today’s society, Buffett posits, has begun to replace a work ethic, relishing what you do, with a wealth ethic, honoring the payoff instead of the process. We confuse privilege with material accumulation, character with external validation. Yet, by focusing more on substance and less on reward, we can open doors of opportunity and strive toward a greater sense of fulfillment. In clear and concise terms, Buffett reveals a great truth: Life is random, neither fair nor unfair. From there it becomes easy to recognize the equal dignity and value of every human life—our circumstances may vary but our essences do*

*not. We see that our journey in life rarely follows a straight line but is often met with false starts, crises, and blunders. How we push through and persevere in these challenging moments is where we begin to create the life of our dreams—from discovering our vocations to living out our bliss to giving back to others. Personal and revealing, instructive and intuitive, Life Is What You Make It is about transcending your circumstances, taking up the reins of your destiny, and living your life to the fullest.*