

## Made To Stick Success Model Heath Brothers

*In his internationally acclaimed, best-selling book Presentation Zen: Simple Ideas on Presentation Design and Delivery, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.*

*Named one of the best strategy books of 2021 by strategy+business Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful companies dramatically outperform their rivals. What is their secret? In Better, Simpler Strategy, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. Better, Simpler Strategy provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and*

*geographies, Better, Simpler Strategy* explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known. *Show Your Work!* is about why generosity trumps genius. It's about getting findable, about using the network instead of wasting time “networking.” It's not self-promotion, it's self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive. In chapters such as *You Don't Have to Be a Genius; Share Something Small Every Day;* and *Stick Around*, Kleon creates a user's manual for embracing the communal nature of creativity— what he calls the “ecology of talent.” From broader life lessons about work (you can't find your voice if you don't use it) to the etiquette of sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it's an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls “grit.” “Inspiration for non-geniuses everywhere” (People). The daughter of a scientist who frequently noted her lack of “genius,” Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In *Grit*, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. “Duckworth's ideas about the cultivation of tenacity have clearly changed some lives for the

*better” (The New York Times Book Review). Among Grit’s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, Grit is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success” (The Wall Street Journal).*

*Becoming Trader Joe*

*Switch*

*Why Some Ideas Survive and Others Die*

*The Slight Edge*

*Atomic Habits*

*Make It Stick*

*Made to Stick*

*A Value-Based Guide to Exceptional Performance*

**FOREWORD BY GUY KAWASAKI** Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — [presentationzen.com](http://presentationzen.com) — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today’s world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? Upstream probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an

upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation’s culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we’ve forgotten that we can fix them?

Turning Simple Disciplines into Massive Success & Happiness

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: The Five White Lies of Communicating: learn which barriers prevent you from getting better The Communicator's Roadmap: use a tool to visually chart what type of communication experience you create The Behaviors of Trust: align what you say with how you say it to better connect with your audience The Decker Grid: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

The Mind Management Program to Help You Achieve Success, Confidence, and Happiness

The Myth of the Garage

How I Did Business My Way and Still Beat the Big Guys

Strategy Beyond the Hockey Stick

## 10 Ways to Share Your Creativity and Get Discovered Decisive

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

*"Two prominent social psychologists, specializing in the study of human behavior, provide insight into why we trust the people we do and how to use that knowledge in understanding and influencing people in our own lives, "--NoveList.*

*Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.*

*Focusing on successful marketing campaigns and undying urban legends, this book is written for anyone who strives to craft messages that are memorable and lasting.*

*#1 New York Times Bestseller "Significant...The book is both instructive and surprisingly moving." —The New York Times Ray Dalio, one of the world's most successful investors and entrepreneurs, shares the unconventional principles that he's developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater's exceptionally effective culture, which he describes as "an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency." It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In Principles, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his cornerstones of "radical truth" and "radical transparency," include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such*

*as creating "baseball cards" for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.*

*How to Create Tech Products Customers Love*

*The Art and Science of Communicating Numbers*

*Principles*

*Presentation Zen*

*Insanely Simple*

*Why Some Ideas Take Hold and Others Come Unstuck*

*Leading Change*

*The Wisest One in the Room*

"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers,

and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!" Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins. Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind--that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In Switch, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping • The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use

to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

**Making Numbers Count**

**The Open Organization**

**The Power of Moments**

**How You Can Benefit from Social Psychology's Most Powerful Insights**

**People, Probabilities, and Big Moves to Beat the Odds**

**The Obsession That Drives Apple's Success**

**Upstream**

**The 4 Key Stages to Entrepreneurial Success**

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Shows how to make the most of conversations by communicating clearly and



forcefully, offering advice on how to overcome barriers to meaningful conversation, confront tough issues, and leverage new skills for frictionless debate.

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

From Chip and Dan Heath, the bestselling authors of *Switch* and *Made to Stick*, comes *The Myth of the Garage ...* and other minor surprises, a collection of the authors' best columns for *Fast Company* magazine. There are 16 pieces in all, plus a previously unpublished piece entitled 'The Future Fails Again'. In *Myth*, the Heath brothers tackle some of the most (and least) important issues in the modern business world: - Why you should never buy another mutual fund ('The Horror of Mutual Funds') - Why your gut may be more ethical than your brain ('In Defense of Feelings') - How to communicate with numbers in a way that changes decisions ('The Gripping Statistic') - Why the 'Next Big Thing' often isn't ('The Future Fails Again') - Why you may someday pay \$300 for a pair of socks ('The Inevitability of \$300 Socks') - And 12 others . . . Punchy, entertaining, and full of unexpected insights, the collection is the perfect companion for a short flight (or a long meeting).

Measure What Matters

Responses to Decline in Firms, Organizations, and States

The Outsiders

The Book Thief

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

The Chimp Paradox

How Google, Bono, and the Gates Foundation Rock the World with OKRs

Simple Design Principles and Techniques to Enhance Your Presentations

*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.*

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

- make time for new habits (even when life gets crazy);*
- overcome a lack of motivation and willpower;*
- design your environment to make success easier;*
- get back on track when you fall off course; ...and much more.*

*Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.*

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

*'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains'* Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

*Better, Simpler Strategy*

*Master Your Mind and Defy the Odds - Clean Edition*

*Principles of Microeconomics 2e*

*Eight Unconventional CEOs and Their Radically Rational Blueprint for Success*  
*The Quest to Solve Problems Before They Happen*  
*The Hockey Stick Principles*  
INSPIRED

*Presentation Zen Design*

**#1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME** The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. “The kind of book that can be life-changing.” —*The New York Times* “Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank.” —*USA Today* **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions—in our lives, careers, families and organizations. In *Decisive*, Chip Heath and Dan Heath, the bestselling authors of *Made to Stick* and *Switch*, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

**Made to Stick** Why Some Ideas Survive and Others Die Random House  
An innovator in contemporary thought on economic and political development looks here at decline rather than growth. Albert O. Hirschman makes a basic distinction between alternative ways of reacting to deterioration in business firms and, in general, to dissatisfaction with organizations: one, “exit,” is for the member to quit the organization or for the customer to switch to the competing product, and the other, “voice,” is for members or customers to agitate and exert influence for change “from within.” The efficiency of the competitive mechanism, with its total reliance on exit, is questioned for certain important situations. As exit often

***undercuts voice while being unable to counteract decline, loyalty is seen in the function of retarding exit and of permitting voice to play its proper role. The interplay of the three concepts turns out to illuminate a wide range of economic, social, and political phenomena. As the author states in the preface, “having found my own unifying way of looking at issues as diverse as competition and the two-party system, divorce and the American character, black power and the failure of ‘unhappy’ top officials to resign over Vietnam, I decided to let myself go a little.”***

***Igniting Passion and Performance***

***Ask a Manager***

***A Handbook for Visionaries, Game Changers, and Challengers***

***How Innovative Companies Are Reducing Churn and Growing Recurring Revenue***

***Mindset***

***The Power of Passion and Perseverance***

***Business Model Generation***

***The New Psychology of Success***

The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset “Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates, GatesNotes After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own. Beat the odds with a bold strategy from McKinsey & Company “Every once in a while, a genuinely fresh approach to business strategy appears” – legendary business professor Richard Rumelt, UCLA McKinsey & Company’s newest, most definitive, and most irreverent book on strategy—which thousands of executives are already using—is a must-read for all C-suite executives looking to create winning corporate strategies. Strategy Beyond the Hockey Stick is spearheading an empirical revolution in the field of strategy. Based on an extensive analysis of the key factors that drove the long-term performance of

thousands of global companies, the book offers a ground-breaking formula that enables you to objectively assess your strategy's real odds of future success. "This book is fundamental. The principles laid out here, with compelling data, are a great way around the social pitfalls in strategy development." — Frans Van Houten, CEO, Royal Philips N.V. The authors have discovered that over a 10-year period, just 1 in 12 companies manage to jump from the middle tier of corporate performance—where 60% of companies reside, making very little economic profit—to the top quintile where 90% of global economic profit is made. This movement does not happen by magic—it depends on your company's current position, the trends it faces, and the big moves you make to give it the strongest chance of vaulting over the competition. This is not another strategy framework. Rather, *Strategy Beyond the Hockey Stick* shows, through empirical analysis and the experiences of dozens of companies that have successfully made multiple big moves, that to dramatically improve performance, you have to overcome incrementalism and corporate inertia. "A different kind of book—I couldn't put it down. Inspiring new insights on the facts of what it takes to move a company's performance, combined with practical advice on how to deal with real-life dynamics in management teams." —Jane Fraser, CEO, Citigroup Latin America

Build an iconic shopping experience that your customers love—and a work environment that your employees love being a part of—using this blueprint from Trader Joe's visionary founder, Joe Coulombe. Infuse your organization with a distinct personality and culture that draws customers in a way that simply competing on price cannot. Joe Coulombe founded what would become Trader Joe's in the late 1960s and helped shape it into the beloved, quirky food chain it is today. Realizing early on that he could not compete and win by playing the same game his bigger competitors were playing, he decided to build a store for educated people of somewhat modest means. He brought in unusual products from around the world and promoted them in the Fearless Flyer, providing customers with background on how they were sourced and their nutritional value. He also gave the stores a tiki theme to reinforce the exotic trader ship concept with employees wearing Hawaiian shirts. In this way, Joe laid down a blueprint for other business owners to follow to build their own unique shopping experience that customers love, and a work environment that employees love being a part of. In *Becoming Trader Joe*, Joe shares the lessons he learned by challenging the status quo and rethinking the way a business operates. He shows readers of all types: How moving from a pure analytical approach to a more creative, problem-solving approach can drive innovation. How finding an affluent niche of passionate customers can be a better strategy than competing on price and volume. How questioning all aspects of the way you do business leads to powerful results. How to build a business around your values and identity. A clear, practical, first-of-its-kind guide to communicating and understanding numbers and data—from bestselling business author Chip Heath. How much

bigger is a billion than a million? Well, a million seconds is twelve days. A billion seconds is...thirty-two years. Understanding numbers is essential—but humans aren't built to understand them. Until very recently, most languages had no words for numbers greater than five—anything from six to infinity was known as "lots." While the numbers in our world have gotten increasingly complex, our brains are stuck in the past. How can we translate millions and billions and milliseconds and nanometers into things we can comprehend and use? Author Chip Heath has excelled at teaching others about making ideas stick and here, in *Making Numbers Count*, he outlines specific principles that reveal how to translate a number into our brain's language. This book is filled with examples of extreme number makeovers, vivid before-and-after examples that take a dry number and present it in a way that people click in and say "Wow, now I get it!" You will learn principles such as: -SIMPLE PERSPECTIVE CUES: researchers at Microsoft found that adding one simple comparison sentence doubled how accurately users estimated statistics like population and area of countries. -VIVIDNESS: get perspective on the size of a nucleus by imagining a bee in a cathedral, or a pea in a racetrack, which are easier to envision than "1/100,000th of the size of an atom." -CONVERT TO A PROCESS: capitalize on our intuitive sense of time (5 gigabytes of music storage turns into "2 months of commutes, without repeating a song"). -EMOTIONAL MEASURING STICKS: frame the number in a way that people already care about ("that medical protocol would save twice as many women as curing breast cancer"). Whether you're interested in global problems like climate change, running a tech firm or a farm, or just explaining how many Cokes you'd have to drink if you burned calories like a hummingbird, this book will help math-lovers and math-haters alike translate the numbers that animate our world—allowing us to bring more data, more naturally, into decisions in our schools, our workplaces, and our society.

How to Change Things When Change Is Hard

Fierce Conversations

Communicate to Influence: How to Inspire Your Audience to Action

How to Make Better Choices in Life and Work

Can't Hurt Me

House of Sticks

Why Certain Experiences Have Extraordinary Impact

Grit

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will

love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, *INSPIRED* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—*INSPIRED* will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of *INSPIRED*, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

New York City Book Awards Hornblower Award Winner One of *Vogue* and NPR's Best Books of the Year This beautifully written "masterclass in memoir" (*Elle*) recounts a young girl's journey from war-torn Vietnam to Queens, New York, "showcas[ing] the tremendous power we have to alter the fates of others, step into their lives and shift the odds in favor of greater opportunity" (*Star Tribune*, Minneapolis). Ly Tran is just a toddler in 1993 when she and her family immigrate from a small town along the Mekong river in Vietnam to a two-bedroom railroad apartment in Queens. Ly's father, a former lieutenant in the South Vietnamese army, spent nearly a decade as a POW, and their resettlement is made possible through a humanitarian program run by the US government. Soon after they arrive, Ly joins her parents and three older brothers sewing ties and cummerbunds piece-meal on their living room floor to make ends meet. As they navigate this new landscape, Ly finds herself torn between two worlds. She knows she must honor her parents' Buddhist faith and contribute to the family livelihood, working long hours at home and eventually as a manicurist alongside her mother at a nail salon in Brooklyn that her parents take over. But at school, Ly feels the mounting pressure to blend in. A growing inability to see the blackboard presents new challenges, especially when



her father forbids her from getting glasses, calling her diagnosis of poor vision a government conspiracy. His frightening temper and paranoia leave a mark on Ly's sense of self. Who is she outside of everything her family expects of her? An "unsentimental yet deeply moving examination of filial bond, displacement, war trauma, and poverty" (NPR), *House of Sticks* is a timely and powerful portrait of one girl's coming-of-age and struggle to find her voice amid clashing cultural expectations.

NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

What if every successful start-up followed a predictable pattern, and by knowing that pattern ahead of time, you could be more successful? In *The Hockey Stick Principles*, business consultant Bobby Martin shares his study of more than 100 new businesses, from Lending Tree to Under Armour to iContact, to show that every one of them has had a "hockey stick" growth history, starting with a tinkering period, moving through the daunting "blade years" before finally making it to the crucial inflection point that precedes surging growth. In this simple but incredibly helpful book, Martin takes us through each of those four stages of the hockey stick pattern, giving us a road map that will help any entrepreneur navigate the inevitable ups and downs of their business's early years.

Customer Success

A Memoir

The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration

Show Your Work!

Achieving Success at Work & in Life, One Conversation at a Time

Exit, Voice, and Loyalty

Simple Ideas on Presentation Design and Delivery

It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

New York Times Bestseller Over 2.5 million copies sold For David Goggins, childhood was a nightmare - poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him The Fittest (Real) Man in America. In this curse-word-free edition of Can't Hurt Me, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can follow to push past pain, demolish fear, and reach their full potential.

This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and “ chief ” problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? “ Adapt or die. ” Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, “ open management ” challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the “ Social Generation ” of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Your inner Chimp can be your best friend or your worst enemy...this is the Chimp Paradox Do you sabotage your own happiness and success? Are you struggling to make sense of yourself? Do your emotions sometimes dictate your life? Dr. Steve Peters explains that we all have a being within our minds that can wreak havoc on every aspect of our lives—be it business or

personal. He calls this being "the chimp," and it can work either for you or against you. The challenge comes when we try to tame the chimp, and persuade it to do our bidding. The Chimp Paradox contains an incredibly powerful mind management model that can help you be happier and healthier, increase your confidence, and become a more successful person. This book will help you to: —Recognize how your mind is working —Understand and manage your emotions and thoughts —Manage yourself and become the person you would like to be Dr. Peters explains the struggle that takes place within your mind and then shows you how to apply this understanding. Once you're armed with this new knowledge, you will be able to utilize your chimp for good, rather than letting your chimp run rampant with its own agenda.