

Secrets Of The Moneylab How Understanding People Will Increase Your Profits

The highly prized ability to make financial plans with some certainty about the future comes from the core fields of economics. In recent years the availability of more data, analytical tools of greater precision, and ex post studies of business decisions have increased demand for information about economic forecasting. Volumes 2A and 2B, which follows Nobel laureate Clive Granger's Volume 1 (2006), concentrate on two major subjects. Volume 2A covers innovations in methodologies, specifically macroforecasting and forecasting financial variables. Volume 2B investigates commercial applications, with sections on forecasters' objectives and methodologies. Experts provide surveys of a large range of literature scattered across applied and theoretical statistics journals as well as econometrics and empirical economics journals. The Handbook of Economic Forecasting Volumes 2A and 2B provide a unique compilation of chapters giving a coherent overview of forecasting theory and applications in one place and with up-to-date accounts of all major conceptual issues. Focuses on innovation in economic forecasting via industry applications Presents coherent summaries of subjects in economic forecasting that stretch from methodologies to applications Makes details about economic forecasting accessible to scholars in fields outside economics

Social Media Abyss plunges into the paradoxical condition of the new digital normal versus a lived state of emergency. There is a heightened, post-Snowden awareness; we know we are under surveillance but we click, share, rank and remix with a perverse indifference to technologies of capture and cultures of fear. Despite the incursion into privacy by companies like Facebook, Google and Amazon, social media use continues to be a daily habit with shrinking gadgets now an integral part of our busy lives. We are thrown between addiction anxiety and subliminal, obsessive use. Where does art, culture and criticism venture when the digital vanishes into the background? Geert Lovink strides into the frenzied social media debate with Social Media Abyss - the fifth volume of his ongoing investigation into critical internet culture. He examines the symbiotic yet problematic relation between networks and social movements, and further develops the notion of organized networks. Lovink doesn't just submit to the empty soul of 24/7 communication but rather provides the reader with radical alternatives. Selfie culture is one of many Lovink's topics, along with the internet obsession of American writer Jonathan Franzen, the internet in Uganda, the aesthetics of Anonymous and an anatomy of the Bitcoin religion. Will monetization through cryptocurrencies and crowdfunding contribute to a redistribution of wealth or further widen the gap between rich and poor? In this age of the free, how a revenue model of the 99% be collectively designed? Welcome back to the Social Question.

Learn how small changes can make a big difference in your powers of persuasion with this New York Times bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, Yes! reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, Yes! presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in Yes! will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, Yes! shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers. Creativity is the fastest growing business in the world. Companies are hungry for people with ideas - and more and more of us want to make, buy, sell and share creative products. But how do you turn creativity into money? In this newly rewritten edition of his acclaimed book, leading creative expert John Howkins shows what creativity is, how it thrives and how it is changing in the digital age. His key rules for success include: Invent yourself. Be unique. Own your ideas. Understand copyright, patents and IP laws. Treat the virtual as real, and vice versa. Learn endlessly: borrow, reinvent and recycle. Know when to break the rules. Whether in film or fashion, software or stories, by turning ideas into assets anyone can make creativity pay.

Concepts, Methodologies, Tools, and Applications

High-Tech Trash

Save More Tomorrow

The Failure of Mandated Disclosure

Yes!

The 5 Elements of Effective Thinking

How Understanding People Will Increase Your Profits

Chen's groundbreaking research into human behavior turned into tangible results for Hewlett-Packard, saving the company millions of dollars, simply by explaining why people really do the things they do. This text translates the findings of behavioral economics into concrete actions to achieve new levels of success.

Of the twenty most costly catastrophes since 1970, more than half have occurred since 2001. Is this an omen of what the 21st century will be? How might we behave in this new, uncertain and more dangerous environment? Will our actions be rational or irrational? A select group of scholars, innovators, and Nobel Laureates was asked to address challenges to rational decision making both in our day-to-day life and in the face of catastrophic threats such as climate changes, natural disasters, technological hazards, and human malevolence. At the crossroads of decision sciences, behavioral and neuro-economics, psychology, management, insurance, and finance, their contributions aim to introduce readers to the latest thinking and discoveries. The Irrational Economist challenges the conventional wisdom about how to make the right decisions in the new era we have entered. It reveals a profound revolution in thinking as understood by some of the greatest minds in our day, and underscores the growing role and impact of economists and other social scientists as they guide our most important personal and societal decisions.

Overcome money mistakes and shatter a glass ceiling of money limitation to develop informed success strategies for

financial empowerment and satisfaction. This book explores our beliefs about money, where they come from, and how to change them, and presents a systematic, evidence-based guide to rewrite your money story for lasting success.

This revised edition of the first complete translation of the seminal work 'Die Philosophie des Geldes' by Georg Simmel includes a new preface by David Frisby.

Communication, Sharing and Visibility

Contemporary Issues Surrounding Ethical Research Methods and Practice

The Proven System of Sales Ideas, Methods, and Techniques Used by Top Salespeople

Sexy Little Numbers

Practical Behavioral Finance Solutions to Improve 401(k) Plans

The Telekommunist Manifesto

The Mystery of Breathing

A reevaluation of what money is—and what it might be. Questions about the nature of money have gained a new urgency in the aftermath of the global financial crisis. Even as many people have less of it, there are more forms and systems of money, from local currencies and social lending to mobile money and Bitcoin. Yet our understanding of what money is—and what it might be—hasn't kept pace. In *The Social Life of Money*, Nigel Dodd, one of today's leading sociologists of money, reformulates the theory of the subject for a postcrisis world in which new kinds of money are proliferating. What counts as legitimate action by central banks that issue currency and set policy? What underpins the right of nongovernmental actors to create new currencies? And how might new forms of money surpass or subvert government-sanctioned currencies? To answer such questions, *The Social Life of Money* takes a fresh and wide-ranging look at modern theories of money. One of the book's central concerns is how money can be wrested from the domination and mismanagement of banks and governments and restored to its fundamental position as the "claim upon society" described by Georg Simmel. But rather than advancing yet another critique of the state-based monetary system, *The Social Life of Money* draws out the utopian aspects of money and the ways in which its transformation could in turn transform society, politics, and economics. The book also identifies the contributions of thinkers who have not previously been thought of as monetary theorists—including Nietzsche, Benjamin, Bataille, Deleuze and Guattari, Baudrillard, Derrida, and Hardt and Negri. The result provides new ways of thinking about money that seek not only to understand it but to change it.

Presents an overview of the economic theories of John Maynard Keynes and offers a critique of the Keynesian economic strategy of borrowing and spending which has been used by the current Obama administration to deal with the fiscal crisis of 2009.

Practical techniques for applying neuroscience and behavior research to attract new customers. *Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. *Brainfluence* offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers. Includes ideas for small businesses and non-profits. Roger Dooley is the creator and publisher of *Neuromarketing*, the most popular blog on using brain and behavior research in marketing, advertising, and sales. *Brainfluence* delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

One of the world's top experts in behavioral finance offers innovative strategies for improving 401(k) plans. Half of Americans do not have access to a retirement saving plan at their workplace. Of those who do about a third fail to join. And those who do join tend to save too little and often make unwise investment decisions. In short, the 401(k) world is in crisis, and workers need help. *Save More Tomorrow* provides that help by focusing on the behavioral challenges that led to this crisis: inertia, limited self-control, loss aversion, and myopia—and transforms them into behavioral solutions. These solutions, or tools, are based on cutting edge behavioral finance research and they can dramatically improve outcomes by, for example, helping employees: -Save, even if they aren't ready to do so now, by using future enrollment. -Save more by showing them images of their future selves. -Save smarter by reshuffling the order of funds on the investment menu. *Save More Tomorrow* is the first comprehensive application of behavioral finance to improve retirement outcomes. It also makes it easy for plan sponsors and their advisers to apply these behavioral tools using its innovative Behavioral Audit process.

Bitcoin and Beyond

Networked Life

More Than You Wanted to Know

Understanding the Oracle Server

Critical Internet Cultures and the Force of Negation

Christian Skits & Such

The Middleman Economy

How mandated disclosure took over the regulatory landscape—and why it failed. Perhaps no kind of regulation is more common or

less useful than mandated disclosure—requiring one party to a transaction to give the other information. It is the iTunes terms you assent to, the doctor's consent form you sign, the pile of papers you get with your mortgage. Reading the terms, the form, and the papers is supposed to equip you to choose your purchase, your treatment, and your loan well. More Than You Wanted to Know surveys the evidence and finds that mandated disclosure rarely works. But how could it? Who reads these disclosures? Who understands them? Who uses them to make better choices? Omri Ben-Shahar and Carl Schneider put the regulatory problem in human terms. Most people find disclosures complex, obscure, and dull. Most people make choices by stripping information away, not layering it on. Most people find they can safely ignore most disclosures and that they lack the literacy to analyze them anyway. And so many disclosures are mandated that nobody could heed them all. Nor can all this be changed by simpler forms in plainer English, since complex things cannot be made simple by better writing. Furthermore, disclosure is a lawmakers' panacea, so they keep issuing new mandates and expanding old ones, often instead of taking on the hard work of writing regulations with bite. Timely and provocative, More Than You Wanted to Know takes on the form of regulation we encounter daily and asks why we must encounter it at all.

How does the internet really work? This book explains the technology behind it all, in simple question and answer format. College Admission is the ultimate user's manual and go-to guide for any student or family approaching the college application process. Featuring the wise counsel of more than 50 deans of admission, no other guide has such thorough, expert, compassionate, and professional advice. Let's be honest: applying to college can be stressful for students and parents. But here's the good news: you can get in. Robin Mamlet has been dean of admission at three of America's most selective colleges, and journalist and parent Christine VanDeVelde has been through the process first hand. With this book, you will feel like you have both a dean of admission and a parent who has been there at your side. Inside this book, you'll find clear, comprehensive, and expert answers to all your questions along the way to an acceptance letter: • The role of extracurricular activities • What it means to find a college that's the "right fit" • What's more important: high grades or tough courses • What role does testing play • The best candidates for early admission • When help from parents is too much help • Advice for athletes, artists, international students, and those with learning differences • How wait lists work • Applying for financial aid This will be your definitive resource during the sophomore, junior, and senior years of high school.

The life of Dr. Maggie Claymore begins to disintegrate when she receives an anonymous note accusing her of ethical violations, and her reputation is threatened when her accuser embarks on a malicious public campaign of harrassment and innuendo.

The Boy Who Was Raised as a Girl

Secrets of the Moneylab

Advanced Selling Strategies

Making Decisions in a Dangerous World

And Why World Governments Keep Creating Inflation, Bubbles, and Busts

Thinking the Blockchain

As Nature Made Him

This text provides an overview of the architecture of Oracle 7 and an introduction to administering Oracle 7, without getting buried in technical jargon and assuming no prior database knowledge.

With the rise of the Internet, many pundits predicted that middlemen would disappear. But that hasn't happened. Far from killing the middleman, the Internet has generated a thriving new breed. In *The Middleman Economy*, Silicon Valley-based reporter Marina Krakovsky elucidates the six essential roles that middlemen play.

Advanced technology-driven globalization has not only revolutionized world economic growth but has also improved cross-border research methods, inevitably influencing ethical behaviors. Increases in interdisciplinary and cross-cultural research collaboration have further enhanced issues surrounding ethical research and practice. *Contemporary Issues Surrounding Ethical Research Methods and Practice* identifies the impact of globalization, advanced technology, and international collaboration on ethical research methods and practice. This comprehensive reference work serves as a critical resource for institutions, organizations, and individuals seeking further understanding of ethical research practices. This publication reveals the numerous issues in research ethics and practice including, but not limited to, law and economics of integrity as social capital, ethical research issues in Africa, research issues in Saudi Arabia, ethical issues in qualitative research methods, research with teen mothers and IRBs, ethical research and decision making models, a framework for ethical decision making in cross-cultural settings, and research ethics education.

The blockchain is widely heralded as the new internet - another dimension in an ever-faster, ever-more-powerful interlocking of ideas, actions and values. Principally the blockchain is a ledger distributed across a large array of machines that enables digital ownership and exchange without a central administering body. Within the arts it has profound implications as both a means of organising and distributing material, and as a new subject and medium for artistic exploration. This landmark publication will bring together a diverse array of artists and researchers engaged with the blockchain, unpacking, critiquing and marking the arrival of it on the cultural landscape for a broad readership across the arts and humanities. Contributors: Cesar Escudero Andaluz, Jaya Klara Brekke, Theodoros Chiotis, Ami Clarke, Simon Denny, The Design Informatics Research Centre (Edinburgh), Max Dovey, Mat Dryhurst, Primavera De Filippi, Peter Gomes, Elias Haase, Juhee Hahm, Max Hampshire, Kimberley ter Heerdt, Holly Herndon, Helen Kaplinsky, Paul Kolling, Elli Kurus, Nikki Loef, Bjorn Magnhildoen, Rob Myers, Martin Nadal, Rachel O'Dwyer, Edward Picot, Paul Seidler, Hito Steyerl, Surfatial, Lina Theodorou, Pablo Velasco, Ben Vickers, Mark Waugh, Cecilia Wee, and Martin Zeilinger.

Where Keynes Went Wrong

The Social Life of Money

50th Anniversary Edition, With a New Introduction by the Author

I Didn't Sign Up for This

Your New Money Story

Business Education and Ethics: Concepts, Methodologies, Tools, and Applications

The Creative Economy

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, *The Science of Selling* shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, *The Science of Selling* is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

Offers real-life stories, items, and methods that allow for a deeper understanding of any issue, provide the power to use failure as a step toward success, and develop a habit of creating probing questions.

Secrets of the MoneylabHow Behavioral Economics Can Improve Your BusinessPenguin

Explores the potential mutual benefits of prioritizing trust between the public and the institutions it relies on, documenting the author's visit to a corrupt Latin American city and his trust-related scientific experiments.

Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal

Handbook of Economic Forecasting

The Leap

The Middle Finger Project

Brainfluence

College Admission

How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

Offering winning techniques for spectacular sales results, the creator of The Psychology of Selling shows readers how to conquer fears, read customers, plan strategically, focus efforts on key emotional elements, and close every sale. 30,000 first printing.

"A ... new philosophy and ... guide to getting the most out of your money--and out of life--for those who value memorable experiences as much as their earnings"--

A free ebook version of this title will be available through Luminos, University of California Press' Open Access publishing program for monographs. Visit www.luminosoa.org to learn more. High-Tech Trash analyzes creative strategies in glitch, noise, and error to chart the development of an aesthetic paradigm rooted in failure. Carolyn L. Kane explores how technologically influenced creative practices, primarily from the second half of the twentieth and first quarter of the twenty-first centuries, critically offset a broader culture of pervasive risk and discontent. In so doing, she questions how we continue onward, striving to do better and acquire more, despite inevitable disappointment. High-Tech Trash speaks to a paradox in contemporary society in which failure is disavowed yet necessary for technological innovation.

In the increasingly competitive corporate sector, organizational leaders must examine their current practices to ensure business success. This can be accomplished by implementing effective educational initiatives and upholding proper ethical behavior. Business Education and Ethics: Concepts, Methodologies, Tools, and Applications is a comprehensive source of academic knowledge that contains coverage on the latest learning and educational strategies for corporate environments, as well as the role of ethics and integrity in day-to-day business endeavors. Including a broad range of perspectives on topics such as globalization, organizational justice, and cyber ethics, this multi-volume book is ideally designed for managers, practitioners, students, professionals, and researchers actively involved in the corporate sector.

How Behavioral Economics Can Improve Your Business

Navigating Life's Detours

Glitch, Noise, and Aesthetic Failure

The Naked and the Dead

20 Questions and Answers

The Science of Trust and why it Matters

A Cultural History of Money in the Modern Age

No Marketing Blurb

Fresh, funny, and fearless, The Middle Finger Project is a point-by-point primer on how to get unstuck, slay imposter syndrome, trust in your own worth and ability, and become a strong, capable, wonderful, weird, brilliant, ballsy, unfuckwithable YOU. "Don't worry, this isn't a book about God, nor is it a book about Ryan Gosling (second in command). But it is a book about authority and becoming your own." --Ash Ambirge After a string of dead-end jobs and a death in the family, Ash Ambirge was down to her last \$26 and sleeping in a Kmart parking lot when she faced the truth: No one was coming to her rescue. It was up to her to appoint herself. That night led to what eventually became a six-figure freelance career as a sought-after marketing and copywriting consultant, all while sipping coffee from her front porch in Costa Rica. She then launched The Middle Finger Project, a blog and online course hub, which has provided tens of thousands of young "women who disobey" with the tools and mindset to give everyone else's expectations the finger and get on your own path to happiness, wealth, independence, and adventure. In her first book, Ash draws on her unconventional personal story to offer a fun, bracing, and occasionally potty-mouthed manifesto for the transformative power of radical self-reliance. Employing the signature wit and wordsmithing she's used to build an avid following, she offers paradigm-shifting advice along the lines of: • The best feeling in the world is knowing who you are and what you're capable of doing. • Life circumstances are not life sentences. If a Scranton girl who grew up in a trailer park can make it, so can you. • What you believe about yourself will either murder your chances or save your life. So why not believe something good? • You don't need a high-ranking job title to be authorized to contribute. You just need to contribute. • Be your own authority. Authority only works as long as you trust that someone smarter than you is making the rules. • The way you become a force is by being the most radically real version of yourself that you can be. • You only have 12 fucks a day to give, so use them wisely. **NEW YORK TIMES BESTSELLER** "We should aspire to Colapinto's stellar journalist example: listening carefully to the circumstances of those who are different rather than demanding that they conform to our own." —Washington Post The true story about the "twins case" and a riveting exploration of medical arrogance, misguided science, societal confusion, gender differences, and one man's ultimate triumph In 1967, after a twin baby boy suffered a botched circumcision, his family agreed to a radical treatment that would alter his gender. The case would become one of the most famous in modern medicine—and a total failure. The boy's uninjured brother, raised as a boy, provided to the experiment the perfect matched control. As Nature Made Him tells the extraordinary story of David Reimer, who, when finally informed of his medical history, made the decision to live as a male.

Writing with uncommon intelligence, insight, and compassion, John Colapinto sets the historical and medical context for the case, exposing the thirty-year-long scientific feud between Dr. John Money and his fellow sex researcher, Dr. Milton Diamond—a rivalry over the nature/nurture debate whose very bitterness finally brought the truth to light. A macabre tale of medical arrogance, it is first and foremost a human drama of one man's—and one family's—amazing survival in the face of terrible odds.

This ebook contains between twenty and forty works (depending on your counting skills) written for any possible occasion. How can you perform skits about brainsucking zombies, murderous Mob families, and bulimic beluga whales in church (or anywhere else)? And let's not forget grammatically challenged ninjas. Buy Nick's new multi-format ebook and find out, or wonder forever.

Social Media

The Philosophy of Money

The Irrational Economist

Die with Zero

50 Scientifically Proven Ways to Be Persuasive

Getting All You Can from Your Money and Your Life

From Application to Acceptance, Step by Step

Bracketed by global financial crises and economic downturns, the modern age has been defined by debates about, and transformations of, money. The period witnessed the consolidation of national currencies and monetary policies as well as the diversification of payment technologies and the proliferation of financial instruments. Throughout, even as it appeared abstracted by finance and depoliticized by expert ideologies, money was revealed again and again to be a powerful medium of cultural imagination and practical inventiveness as well as the site of public and political struggles. Modern money - both as a form of liquidity and as a claim on wealth - remains deeply unsettled, caught between private and public interests and subject to epic struggles over the infrastructures of value creation and circulation and their distributional consequences. Drawing upon a wealth of visual and textual sources, *A Cultural History of Money in the Modern Age* presents essays that examine key cultural case studies of the period on the themes of technologies, ideas, ritual and religion, the everyday, art and representation, interpretation, and the issues of the age.

Hailed as one of the finest novels to come out of the Second World War, *The Naked and the Dead* received unprecedented critical acclaim upon its publication and has since enjoyed a long and well-deserved tenure in the American canon. This fiftieth anniversary edition features a new introduction created especially for the occasion by Norman Mailer. Written in gritty, journalistic detail, the story follows a platoon of Marines who are stationed on the Japanese-held island of Anopopei. Composed in 1948 with the wisdom of a man twice Mailer's age and the raw courage of the young man he was, *The Naked and the Dead* is representative of the best in twentieth-century American writing. Since the launch of Bitcoin in 2009 several hundred different cryptocurrencies have been developed and become accepted for a wide variety of transactions in leading online commercial marketplaces and the sharing economy, as well as by more traditional retailers, manufacturers, and even by charities and political parties. Bitcoin and its competitors have also garnered attention for their wildly fluctuating values as well as implication in international money laundering, Ponzi schemes and online trade in illicit goods and services across borders. These and other controversies surrounding cryptocurrencies have induced varying governance responses by central banks, government ministries, international organizations, and industry regulators worldwide. Besides formal attempts to ban Bitcoin, there have been multifaceted efforts to incorporate elements of blockchains, the peer-to-peer technology underlying cryptocurrencies, in the wider exchange, recording, and broadcasting of digital transactions. Blockchains are being mobilized to support and extend an array of governance activities. The novelty and breadth of growing blockchain-based activities have fuelled both utopian promises and dystopian fears regarding applications of the emergent technology to Bitcoin and beyond. This volume brings scholars of anthropology, economics, Science and Technology Studies, and sociology together with GPE scholars in assessing the actual implications posed by Bitcoin and blockchains for contemporary global governance. Its interdisciplinary contributions provide academics, policymakers, industry practitioners and the general public with more nuanced understandings of technological change in the changing character of governance within and across the borders of nation-states.

This free PDF textbook is intended as an upper level undergraduate or introductory graduate textbook in statistical thinking. It is best suited to students with a good knowledge of calculus and the ability to think abstractly. The focus of the text is the ideas that statisticians care about as opposed to technical details of how to put those ideas into practice. Another unusual aspect is the use of statistical software as a pedagogical tool. That is, instead of viewing the computer merely as a convenient and accurate calculating device, the book uses computer calculation and simulation as another way of explaining and helping readers understand the underlying concepts. The book is written with the statistical language R embedded throughout. R software and accompanying manuals are available for free download from <http://www.r-project.org>

Introduction to Statistical Thought

Cryptocurrencies, Blockchains, and Global Governance

The Zeroes

How People Make Money from Ideas

The Beliefs, Behaviors, and Brain Science to Rewire for Wealth

Artists Re

Taking the findings of behavioral economics from the cocktail party to the boardroom. Experimental economist Kay-Yut Chen leads an economics lab at Hewlett-Packard-the first of its kind at any company. His groundbreaking research into human behavior has turned into tangible results for HP. He has saved the company millions of dollars, simply by explaining why people really do the things they do. MoneyLab offers practical lessons being put to use right now at HP and other leading companies. It explains, for instance, how to: ? Use incentives to influence employees, suppliers, and buyers ? Determine whom to trust, and how much ? Reduce the negative effects of irrational behavior by noticing patterns that don't seem logical ? Take advantage of the human tendency to game the system In the spirit of Predictably Irrational, but with a more practical approach, Chen shows how to translate the findings of behavioral economics into concrete actions to achieve new levels of success.

Social media platforms have captured the attention and imagination of many millions of people, enabling their users to develop and display their creativity, to empathize with others, and to find connection, communication and communion. But they are also surveillance systems through which those users become complicit in their own commercial exploitation. In this accessible book, Graham Meikle explores the tensions between these two aspects of social media. From Facebook and Twitter to Reddit and YouTube, Meikle examines social media as industries and as central sites for understanding the cultural politics of everyday life. Building on the new forms of communication and citizenship brought about by these platforms, he analyzes the meanings of sharing and privacy, internet memes, remix cultures and citizen journalism. Throughout, Social Media engages with questions of visibility, performance, platforms and users, and demonstrates how networked digital media are adopted and adapted in an environment built around the convergence of personal and public communication.

What Liar's Poker was to the 1980s, The Zeroes is to the first decade of the new century: an insider's memoir of a gilded era when Wall Street went insane-and took the rest of us down with it. Randall Lane never set out to become a Wall Street power broker. But during the decade he calls the Zeroes, he started a small magazine company that put him near the white-hot center of the biggest boom in history. Almost by accident, a man who drove a beat-up Subaru and lived in a rented walk-up became the go-to guy for big shots with nine-figure incomes. Lane's saga began with a simple idea: a glossy magazine exclusively for and about traders, which would treat them like rock stars and entice them to splurge on luxury goods. Trader Monthly was an instant hit around the world. Wall Streeters loved the spotlight, and advertisers like Gulfstream, Maybach, and Bulgari loved the marketing opportunity. To accelerate the buzz, Lane's staff threw parties featuring celebrities, premium steaks, cigars, and top-shelf vodka. Nothing was too expensive or too outrageous. Private jets in Napa Valley. Casino nights in London. And \$1,000-a-seat boxing matches in New York, where traders from Goldman Sachs and Bear Stearns pounded each other in front of tuxedoed throngs. Before long, Wall Street's rich and powerful trusted Lane as a fellow insider- the guy who could turn an anonymous trader into a cover model and media darling. And the rest of the world sought him out as a way to tap into Wall Street's riches. As he emptied his bank account to help keep his little company afloat, he became a nexus for the absurd. Traders who turned 9/11 and Hurricane Katrina into multimillion-dollar windfalls. John McCain closing out the craps tables during an all-night gambling binge. Pop artist Peter Max hustling hundreds of thousands of dollars by selling traders paint-by-numbers portraits. Al Gore, John Travolta, Moby. Corrupt Caribbean rulers, the mobsters from Goodfellas, the pope. And a retired baseball star turned market guru named Lenny Dykstra, whose rise and fall was a great metaphor for the decade. All played roles in Lane's increasingly surreal world. When the crash of 2008 hit, Lane's company and life savings were destroyed along with the high-flying traders and dealmakers his magazines exalted. But Lane walked away with something more lasting: an incredible true story, told by a skilled writer and reporter who sat squarely in the middle of one of the critical periods in modern financial and cultural history. People will turn to The Zeroes for many years to come, to find out what the era was really like.

Without the least bit of notice, life can take a sudden turn down a road we never anticipated or never would have chosen to travel. I Didn't Sign Up for This: Navigating Life's Detours offers insights from the life and times of the prophet Elijah to encourage readers who have suddenly veered off the road into a wilderness experience. It provides guidelines and tools to help readers align their expectations with God's plan, fuel their lives with faith to overcome their fears, and find their way home. It offers fresh perspective on the need for God's direction throughout life's journey.

Trash Your Imposter Syndrome and Live the Unf*ckwithable Life You Deserve

My Misadventures in the Decade Wall Street Went Insane

100 Ways to Persuade and Convince Consumers with Neuromarketing

The Science of Selling

How to Grow Your Business Using the Data You Already Have

Social Media Abyss