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Explanation Making Your Ideas  
Products And Services Easier  
To Understand Author Lee  
Lefever Published On  
November 2012

# **The Art Of Explanation Making Your Ideas Products And Services Easier To Understand Author Lee Lefever Published On November 2012**

*The must-read summary of Lee Lefever's book: "The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand". This complete*

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*summary of the ideas from Lee Lefever's book "The Art of Explanation" shows that the key to successfully selling products and services is ensuring that they are easy to understand for customers. This summary highlights the three-part process you need to master in order to create great explanations that works: plan, package and present. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Art of Explanation" and discover the key to making your products understandable and accessible*

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to all.

*The book Lifehack calls "The Bible of business and personal productivity." "A completely revised and updated edition of the blockbuster bestseller from 'the personal productivity guru'"—Fast Company Since it was first published almost fifteen years ago, David Allen's Getting Things Done has become one of the most influential business books of its era, and the ultimate book on personal organization. "GTD" is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites,*

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*organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace, and adding material that will make the book fresh and relevant for years to come. This new edition of Getting Things Done will be welcomed not only by its hundreds of thousands of existing fans but also by a whole new generation eager to adopt its proven principles.*

*The phenomenal New York Times bestseller that “explores the upstairs-downstairs goings-on of a posh Parisian apartment*

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*building” (Publishers Weekly). In an elegant hôtel particulier in Paris, Renée, the concierge, is all but invisible—short, plump, middle-aged, with bunions on her feet and an addiction to television soaps. Her only genuine attachment is to her cat, Leo. In short, she’s everything society expects from a concierge at a bourgeois building in an upscale neighborhood. But Renée has a secret: She furtively, ferociously devours art, philosophy, music, and Japanese culture. With biting humor, she scrutinizes the lives of the tenants—her inferiors in every way except that of material wealth. Paloma is a twelve-year-*

*old who lives on the fifth floor. Talented and precocious, she's come to terms with life's seeming futility and decided to end her own on her thirteenth birthday. Until then, she will continue hiding her extraordinary intelligence behind a mask of mediocrity, acting the part of an average pre-teen high on pop culture, a good but not outstanding student, an obedient if obstinate daughter. Paloma and Renée hide their true talents and finest qualities from a world they believe cannot or will not appreciate them. But after a wealthy Japanese man named Ozu arrives in the building, they*

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*will begin to recognize each other as kindred souls, in a novel that exalts the quiet victories of the inconspicuous among us, and “teaches philosophical lessons by shrewdly exposing rich secret lives hidden beneath conventional exteriors” (Kirkus Reviews). “The narrators’ kinetic minds and engaging voices (in Alison Anderson’s fluent translation) propel us ahead.” —The New York Times Book Review “Barbery’s sly wit . . . bestows lightness on the most ponderous cogitations.” —The New Yorker*

*The Art of Explanation Making your Ideas, Products, and*

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Services Easier to  
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*Mapping Meaningful Connection  
and the Language of Human  
Experience*

*Making Numbers Count*

*Practical Magic for Crafting  
Powerful Work Relationships*

*The Art of Thinking Clearly*

*Big Enough*

*The Art Of Seduction*

*Interaction of Color*

***The tenth-anniversary  
edition of the book that  
changed lives in profound  
ways, now with a new  
foreword and afterword. In  
2006, a groundbreaking  
feature-length film***

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***revealed the great mystery  
of the universe—The  
Secret—and, later that  
year, Rhonda Byrne  
followed with a book that  
became a worldwide  
bestseller. Fragments of a  
Great Secret have been  
found in the oral traditions,  
in literature, in religions  
and philosophies  
throughout the centuries.  
For the first time, all the  
pieces of The Secret come  
together in an incredible  
revelation that will be life-  
transforming for all who  
experience it. In this book,  
you'll learn how to use The  
Secret in every aspect of***

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***your life—money, health,  
relationships, happiness,  
and in every interaction  
you have in the world.***

***You'll begin to understand  
the hidden, untapped  
power that's within you,  
and this revelation can  
bring joy to every aspect of  
your life. The Secret  
contains wisdom from  
modern-day teachers—men  
and women who have used  
it to achieve health, wealth,  
and happiness. By applying  
the knowledge of The  
Secret, they bring to light  
compelling stories of  
eradicating disease,  
acquiring massive wealth,***

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**overcoming obstacles, and  
achieving what many would  
regard as impossible.**

**Revised and Updated,  
Featuring a New Case  
Study How do successful  
companies create products  
people can't put down?  
Why do some products  
capture widespread  
attention while others flop?  
What makes us engage  
with certain products out of  
sheer habit? Is there a  
pattern underlying how  
technologies hook us? Nir  
Eyal answers these  
questions (and many more)  
by explaining the Hook  
Model—a four-step process**

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***embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide***

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**for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:**

- **Practical insights to create user habits that stick.**
- **Actionable steps for building products people love.**
- **Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.**

**#1 NEW YORK TIMES BESTSELLER • In her latest**

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***book, Brené Brown writes, "If we want to find the way back to ourselves and one another, we need language and the grounded confidence to both tell our stories and be stewards of the stories that we hear. This is the framework for meaningful connection." In Atlas of the Heart, Brown takes us on a journey through eighty-seven of the emotions and experiences that define what it means to be human. As she maps the necessary skills and an actionable framework for meaningful connection, she gives us the language and***

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***tools to access a universe of new choices and second chances—a universe where we can share and steward the stories of our bravest and most heartbreaking moments with one another in a way that builds connection. Over the past two decades, Brown's extensive research into the experiences that make us who we are has shaped the cultural conversation and helped define what it means to be courageous with our lives. Atlas of the Heart draws on this research, as well as on Brown's singular skills as a***

***storyteller, to show us how accurately naming an experience doesn't give the experience more power—it gives us the power of understanding, meaning, and choice. Brown shares, "I want this book to be an atlas for all of us, because I believe that, with an adventurous heart and the right maps, we can travel anywhere and never fear losing ourselves."***

***"Seeing comes before words. The child looks and recognizes before it can speak. "But there is also another sense in which seeing comes before words.***

***It is seeing which establishes our place in the surrounding world; we explain that world with words, but word can never undo the fact that we are surrounded by it. The relation between what we see and what we know is never settled." John Berger's Ways of Seeing is one of the most stimulating and the most influential books on art in any language. First published in 1972, it was based on the BBC television series about which the (London) Sunday Times critic commented: "This is an eye-opener in***

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**more ways than one: by  
concentrating on how we  
look at paintings . . . he will  
almost certainly change the  
way you look at pictures."**

**By now he has. "Berger has  
the ability to cut right  
through the mystification  
of the professional art  
critics . . . He is a liberator  
of images: and once we  
have allowed the paintings  
to work on us directly, we  
are in a much better  
position to make a  
meaningful evaluation"**

**-Peter Fuller, Arts Review  
"The influence of the series  
and the book . . . was  
enormous . . . It opened up**

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**for general attention to  
areas of cultural study that  
are now commonplace"**  
**-Geoff Dyer in Ways of**

**Telling**

**The Radleys**

**Making Smarter Decisions**

**When You Don't Have All  
the Facts**

**How the Subjugation of  
Women Became Gospel  
Truth**

**Hooked**

**Resonate**

**How to Explain Absolutely  
Anything to Absolutely  
Anyone**

**The Art and Science of  
Communicating Numbers**

USA Today Bestseller

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Christianity Today 2022

To Understand Author Lee  
Book Award Finalist

(History & Biography) "A  
powerful work of skillful

research and personal  
insight."--Publishers

Weekly Biblical

womanhood--the belief that

God designed women to be

submissive wives, virtuous

mothers, and joyful

homemakers--pervades North

American Christianity.

From choices about careers

to roles in local churches

to relationship dynamics,

this belief shapes the

everyday lives of

evangelical women. Yet

biblical womanhood isn't

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biblical, says Baylor

To Understand Author Lee  
University historian Beth

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Allison Barr. It arose

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from a series of clearly

definable historical

moments. This book moves

the conversation about

biblical womanhood beyond

Greek grammar and into the

realm of church

history--ancient,

medieval, and modern--to

show that this belief is

not divinely ordained but

a product of human

civilization that

continues to creep into

the church. Barr's

historical insights

provide context for

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contemporary teachings about women's roles in the church and help move the conversation forward.

Interweaving her story as a Baptist pastor's wife, Barr sheds light on the #ChurchToo movement and abuse scandals in Southern Baptist circles and the broader evangelical world, helping readers understand why biblical womanhood is more about human power structures than the message of Christ.

"How to Win Friends and Influence People" is one of the first best-selling self-help books ever

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published. It can enable  
you to make friends

quickly and easily, help  
you to win people to your

way of thinking, increase  
your influence, your

prestige, your ability to  
get things done, as well

as enable you to win new  
clients, new

customers.\_x000D\_ Twelve  
Things This Book Will Do

For You:\_x000D\_ Get you  
out of a mental rut, give

you new thoughts, new  
visions, new

ambitions.\_x000D\_ Enable  
you to make friends

quickly and easily.\_x000D\_  
Increase your

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popularity. Help  
To Understand Author Lee  
you to win people to your  
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way of thinking.  
November 2012

Increase your influence,  
your prestige, your  
ability to get things  
done. Enable you to  
win new clients, new  
customers. Increase  
your earning power.  
Make you a better  
salesman, a better  
executive. Help you  
to handle complaints,  
avoid arguments, keep your  
human contacts smooth and  
pleasant. Make you  
a better speaker, a more  
entertaining  
conversationalist.

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Make the principles of  
psychology easy for you to  
apply in your daily  
contacts. Help you  
to arouse enthusiasm among  
your associates.

Dale Carnegie (1888-1955)  
was an American writer and  
lecturer and the developer  
of famous courses in self-  
improvement, salesmanship,  
corporate training, public  
speaking, and

interpersonal skills. Born  
into poverty on a farm in  
Missouri, he was the  
author of *How to Win  
Friends and Influence  
People* (1936), a massive  
bestseller that remains

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popular today. To understand Author Lee  
Introduction and  
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explanation of each print  
by the artist.

President Donald J. Trump  
lays out his professional  
and personal worldview in  
this classic work—a  
firsthand account of the  
rise of America's foremost  
deal-maker. "I like  
thinking big. I always  
have. To me it's very  
simple: If you're going to  
be thinking anyway, you  
might as well think  
big."—Donald J. Trump Here  
is Trump in action—how he  
runs his organization and  
how he runs his life—as he

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meets the people he needs  
to meet, chats with family  
and friends, clashes with  
enemies, and challenges  
conventional thinking. But  
even a maverick plays by  
rules, and Trump has  
formulated time-tested  
guidelines for success. He  
isolates the common  
elements in his greatest  
accomplishments; he  
shatters myths; he names  
names, spells out the  
zeros, and fully reveals  
the deal-maker's art. And  
throughout, Trump  
talks—really talks—about  
how he does it. Trump: The  
Art of the Deal is an

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unguarded look at the mind  
of a brilliant  
entrepreneur—the ultimate  
read for anyone interested  
in the man behind the  
spotlight. Praise for  
Trump: The Art of the Deal  
“Trump makes one believe  
for a moment in the  
American dream again.”—The  
New York Times “Donald  
Trump is a deal maker. He  
is a deal maker the way  
lions are carnivores and  
water is wet.”—Chicago  
Tribune “Fascinating . . .  
wholly absorbing . . .  
conveys Trump’s larger-  
than-life demeanor so  
vibrantly that the

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reader's attention is  
instantly and fully  
claimed."—Boston Herald "A  
chatty, generous, chutzpa-  
filled autobiography."—New  
York Post

Atlas of the Heart

Misbehaving: The Making of  
Behavioral Economics

Zen and the Art of

Motorcycle Maintenance

How To Win Friends And

Influence People

Making your Ideas,

Products, and Services

Easier to Understand

Why Games Make Us Better

and How They Can Change

the World

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To Understand Author Lee  
November 2012

***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***

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and billions and milliseconds 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

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Informa Published 6  
November 2014  
**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**

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**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.**

**Your guide to becoming an explanation specialist. You've done the hard work. Your product or service works**

Bookmark File PDF The Art Of Explanation Making Your Ideas Products And Services Easier To Understand And Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short animated videos. He is your guide to helping audiences fall in love with your ideas, products or services through better explanations in any

***beautifully - but something is missing. People just don't see the big idea - and it's keeping you from being successful. Your idea has an explanation problem. The Art of Explanation is for business people, educators and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short animated videos. He is your guide to helping audiences fall in love with your ideas, products or services through better explanations in any***

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To Understand Author Lee  
Profesor, Published On  
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**medium. You will learn to:**

**Plan: Learn explanation  
basics, what causes them to  
fail and how to diagnose  
explanation problems.**

**Package: Using simple  
elements, create an  
explanation strategy that  
builds confidence and  
motivates your audience.**

**Present: Produce remarkable  
explanations with visuals and  
media. The Art of Explanation  
is your invitation to become  
an explanation specialist and  
see why explanation is now a  
fundamental skill for  
professionals.**

**WINNER OF THE COSTA  
FIRST NOVEL AWARD A  
NATIONAL BOOK  
FOUNDATION 5 UNDER 35**

**WINNER OF THE BRITISH  
BOOK AWARD FOR DEBUT  
FICTION** *“Open Water is  
tender poetry, a love song to  
Black art and thought, an  
exploration of intimacy and  
vulnerability between two  
young artists learning to be  
soft with each other in a world  
that hardens against Black  
people.”—Yaa Gyasi, author of  
Homegoing In a crowded  
London pub, two young people  
meet. Both are Black British,  
both won scholarships to  
private schools where they  
struggled to belong, both are  
now artists—he a  
photographer, she a  
dancer—and both are trying to  
make their mark in a world  
that by turns celebrates and*

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***rejects them. Tentatively, tenderly, they fall in love. But two people who seem destined to be together can still be torn apart by fear and violence, and over the course of a year they find their relationship tested by forces beyond their control. Narrated with deep intimacy, Open Water is at once an aching beautiful love story and a potent insight into race and masculinity that asks what it means to be a person in a world that sees you only as a Black body; to be vulnerable when you are only respected for strength; to find safety in love, only to lose it. With gorgeous, soulful intensity, and blistering emotional intelligence, Caleb***

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***Azumah Nelson gives a profoundly sensitive portrait of romantic love in all its feverish waves and comforting beauty. This is one of the most essential debut novels of recent years, heralding the arrival of a stellar and prodigious young talent. Winner of the Nobel Prize in Economics Get ready to change the way you think about economics. Nobel laureate Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Misbehaving is his arresting, frequently hilarious account of the struggle to bring an***

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***academic discipline back down to earth—and change the way we think about economics, ourselves, and our world. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. More importantly, our misbehavior has serious consequences. Dismissed at first by economists as an***

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***amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler enlightens readers about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioral economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV game shows, the NFL draft, and businesses like***

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**Uber. Laced with antic stories  
of Thaler's spirited battles**

**with the bastions of**

**traditional economic thinking,**

**Misbehaving is a singular look  
into profound human foibles.**

**When economics meets**

**psychology, the implications**

**for individuals, managers, and**

**policy makers are both**

**profound and entertaining.**

**Shortlisted for the Financial**

**Times & McKinsey Business**

**Book of the Year Award**

**The Surprising Truth About**

**What Motivates Us**

**Machine Habitus**

**Summary: The Art of**

**Explanation**

**the art of war**

**Building a Business that**

**Scales with Your Lifestyle**

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**The art and science of teacher  
explanation**  
**M. C. Escher** Published On

*Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian? Charismatic? Or Saint? This book will show you which. Charm, persuasion, the ability to create illusions: these are some of the many dazzling gifts of the Seducer, the compelling figure who is able to manipulate, mislead and give pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In*

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*this beautiful, sensually  
designed book, Greene unearths  
the two sides of seduction: the  
characters and the process.  
Discover who you, or your  
pursuer, most resembles. Learn,  
too, the pitfalls of the anti-  
Seducer. Immerse yourself in  
the twenty-four manoeuvres  
and strategies of the seductive  
process, the ritual by which a  
seducer gains mastery over  
their target. Understand how to  
'Choose the Right Victim',  
'Appear to Be an Object of  
Desire' and 'Confuse Desire and  
Reality'. In addition, Greene  
provides instruction on how to  
identify victims by type. Each*

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*fascinating character and each cunning tactic demonstrates a fundamental truth about who we are, and the targets we've become - or hope to win over. The Art of Seduction is an indispensable primer on the essence of one of history's greatest weapons and the ultimate power trip. From the internationally bestselling author of The 48 Laws of Power, Mastery, and The 33 Strategies Of War.*

*We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this is clearly no longer the*

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*case. Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely - on and beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoidi shows how society shapes algorithmic code, and how this culture in the code guides the practical behaviour of the code*

*in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with artificial social agents, in the context of digital infrastructures and pre-digital social structures. Machine Habitus will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life.*

*A guide to putting cognitive*

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*diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection?*

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Lefever Published On  
November 2012

*Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some*

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*interactions unlock potential while others shut people down. Suppose you could gain people's trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group's collective potential. Business Chemistry offers all of*

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*this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry! The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we "blink" and go with our gut. But as scientists break open the mind's black box with the latest tools of neuroscience, they're discovering that this is not how the mind works. Our best decisions are a finely tuned*

*blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it's best to let our unconscious mull over the many variables. But when we're picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think. Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of "deciders"—from airplane pilots and hedge fund*

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*investors to serial killers and  
poker players. Lehrer shows  
how people are taking  
advantage of the new science to  
make better television shows,  
win more football games, and  
improve military intelligence.  
His goal is to answer two  
questions that are of interest to  
just about anyone, from CEOs to  
firefighters: How does the  
human mind make decisions?  
And how can we make those  
decisions better?*

*A Manifesto for Research-  
Creation  
Toward a Sociology of  
Algorithms  
A Novel*

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50th Anniversary Edition  
*Trump: The Art of the Deal*  
*How to Learn from Data*  
*Open Water*

*In this "important and comprehensive" guide to statistical thinking (New Yorker), discover how data literacy is changing the world and gives you a better understanding of life's biggest problems. Statistics are everywhere, as integral to science as they are to business, and in the popular media hundreds of times a day. In this age of big data, a basic grasp of statistical literacy is more important than ever if we want to separate the fact from the fiction, the ostentatious embellishments from the raw evidence -- and even more so if we hope to participate in the future, rather than being simple*

bystanders. In *The Art of Statistics*, world-renowned statistician David Spiegelhalter shows readers how to derive knowledge from raw data by

focusing on the concepts and connections behind the math.

Drawing on real world examples to introduce complex issues, he shows us how statistics can help us determine the luckiest passenger on the Titanic, whether a notorious serial killer could have been caught earlier, and if screening for ovarian cancer is beneficial. *The Art of Statistics* not only shows us how mathematicians have used statistical science to solve these problems -- it teaches us how we too can think like statisticians. We learn how to clarify our questions, assumptions, and expectations when approaching a problem, and -- perhaps even more

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importantly -- we learn how to responsibly interpret the answers we receive. Combining the incomparable insight of an expert with the playful enthusiasm of an aficionado, *The Art of Statistics* is the definitive guide to stats that every modern person needs.

*The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.*

**THE MILLION COPY**

**INTERNATIONAL BESTSELLER**

*Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3:*

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*Conceal your intentions Law 4:  
Always say less than necessary. The  
text is bold and elegant, laid out in  
black and red throughout and replete  
with fables and unique word  
sculptures. The 48 laws are  
illustrated through the tactics,  
triumphs and failures of great figures  
from the past who have wielded - or  
been victimised by - power.*

---

*(From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In The 48*

*Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.*

*The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of When: The Scientific Secrets of Perfect Timing*

*Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of To Sell Is Human: The Surprising Truth About Motivating Others). In this*

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*provocative and persuasive new  
book, he asserts that the secret to  
high performance and satisfaction-at  
work, at school, and at home—is the  
deeply human need to direct our own  
lives, to learn and create new things,  
and to do better by ourselves and our  
world. Drawing on four decades of  
scientific research on human  
motivation, Pink exposes the  
mismatch between what science  
knows and what business does—and  
how that affects every aspect of life.  
He examines the three elements of  
true motivation—autonomy, mastery,  
and purpose-and offers smart and  
surprising techniques for putting  
these into action in a unique book  
that will change how we think and  
transform how we live.*

*The Subtle Art of Not Giving a F\*ck  
A Counterintuitive Approach to*

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Present Visual Stories that  
Transform Audiences

The 48 Laws Of Power

The Art of Statistics

Born in Blackness: Africa, Africans,  
and the Making of the Modern  
World, 1471 to the Second World  
War

***“McGonigal is a clear,  
methodical writer, and her ideas  
are well argued. Assertions are  
backed by countless  
psychological studies.” —The  
Boston Globe “Powerful and  
provocative . . . McGonigal  
makes a persuasive case that  
games have a lot to teach us  
about how to make our lives, and  
the world, better.” —San Jose***

**Mercury News “Jane McGonigal’s insights have the elegant, compact, deadly simplicity of plutonium, and the same explosive force.” —Cory Doctorow, author of Little Brother A visionary game designer reveals how we can harness the power of games to boost global happiness. With 174 million gamers in the United States alone, we now live in a world where every generation will be a gamer generation. But why, Jane McGonigal asks, should games be used for escapist entertainment alone? In this groundbreaking book, she shows how we can leverage the power of games to fix what is**

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***wrong with the real world-from social problems like depression and obesity to global issues like poverty and climate change-and introduces us to cutting-edge games that are already changing the business, education, and nonprofit worlds. Written for gamers and non-gamers alike, Reality Is Broken shows that the future will belong to those who can understand, design, and play games. Jane McGonigal is also the author of SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver and More Resilient. Struggling with overwork and parenting angst, English village doctor Peter Radley endeavors***

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***to hide his family's vampire nature until their daughter's oddly satisfying act of violence reveals the truth, an event that is complicated by the arrival of a practicing vampire family member.***

***An experimental approach to the study and teaching of color is comprised of exercises in seeing color action and feeling color relatedness before arriving at color theory.***

***A world-class thinker counts the 100 ways in which humans behave irrationally, showing us what we can do to recognize and minimize these "thinking errors" to make better decisions and have a better life Despite the best***

***of intentions, humans are notoriously bad—that is, irrational—when it comes to making decisions and assessing risks and tradeoffs.***

***Psychologists and neuroscientists refer to these distinctly human foibles, biases, and thinking traps as “cognitive errors.” Cognitive errors are systematic deviances from rationality, from optimized, logical, rational thinking and behavior. We make these errors all the time, in all sorts of situations, for problems big and small: whether to choose the apple or the cupcake; whether to keep retirement funds in the stock market when the Dow***

***tanks, or whether to take the advice of a friend over a stranger. The “behavioral turn” in neuroscience and economics in the past twenty years has increased our understanding of how we think and how we make decisions. It shows how systematic errors mar our thinking and under which conditions our thought processes work best and worst. Evolutionary psychology delivers convincing theories about why our thinking is, in fact, marred. The neurosciences can pinpoint with increasing precision what exactly happens when we think clearly and when we don’t. Drawing on this wide***

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***body of research, The Art of Thinking Clearly is an entertaining presentation of these known systematic thinking errors--offering guidance and insight into everything why you shouldn't accept a free drink to why you SHOULD walk out of a movie you don't like it to why it's so hard to predict the future to why shouldn't watch the news. The book is organized into 100 short chapters, each covering a single cognitive error, bias, or heuristic. Examples of these concepts include: Reciprocity, Confirmation Bias, The It-Gets-Better-Before-It-Gets-Worse Trap, and the Man-With-A-Hammer Tendency. In engaging***

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***prose and with real-world  
examples and anecdotes, The Art  
of Thinking Clearly helps solve  
the puzzle of human reasoning.***

***An Inquiry Into Values***

***Everybody Writes***

***The Elegance of the Hedgehog***

***Getting Things Done***

***Cirque Du Freak***

***Reality Is Broken***

***Ways of Seeing***

*Lee LeFever and his co-founder  
and wife, Sachi LeFever, didn't  
know exactly what type of  
business they were setting out to  
build when they started Common  
Craft in the early 2000s. What  
they were sure of is that they  
would design the business in such  
a way that they prioritized their  
happiness and time--they wanted*

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*the opportunity to go camping on Tuesdays if they felt like it, and make up the time later. While not sacrificing their vision for a business that values time over money, Lee and Sachi built a leading internet-based visual communications firm that includes Google, LEGO, Intel, Microsoft, Ford, and Dropbox as its clients. They paved the way for explainer videos that are now a mainstay of companies' marketing and communications strategy. They learned to pivot to different income streams, and say no to opportunities that would increase unhappiness and decrease autonomy. And they did it all while working from home, not taking on outside employees, and camping on Tuesdays. Like*

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Paul Jarvis in *Company of One*, Lee shows how they did it, and offers his best tips for how you can build a business and a life you love.

*Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a*

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time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams

and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your

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*customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results.*

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*These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not*

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too much to overwhelm you.)  
Giving your audience the gift of  
your true story, told well.

Empathy and humanity and  
inspiration are key here, so the  
book covers that, too. Best  
practices for creating credible,  
trustworthy content steeped in  
some time-honored rules of solid  
journalism. Because publishing  
content and talking directly to  
your customers is, at its heart, a  
privilege. "Things Marketers  
Write": The fundamentals of 17  
specific kinds of content that  
marketers are often tasked with  
crafting. Content Tools: The  
sharpest tools you need to get  
the job done. Traditional  
marketing techniques are no  
longer enough. Everybody Writes  
is a field guide for the smartest

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businesses who know that great  
content is the key to thriving in  
this digital world.

THE CLASSIC BOOK THAT HAS  
INSPIRED MILLIONS A penetrating  
examination of how we live and  
how to live better Few books  
transform a generation and then  
establish themselves as  
touchstones for the generations  
that follow. *Zen and the Art of  
Motorcycle Maintenance* is one  
such book. This modern epic of a  
man's search for meaning  
became an instant bestseller on  
publication in 1974, acclaimed as  
one of the most exciting books in  
the history of American letters. It  
continues to inspire millions. A  
narration of a summer motorcycle  
trip undertaken by a father and  
his son, *Zen and the Art of*

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*Motorcycle Maintenance becomes  
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*odyssey into fundamental  
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*questions on how to live. The  
narrator's relationship with his  
son leads to a powerful self-*

*reckoning; the craft of motorcycle  
maintenance leads to an*

*austerely beautiful process for  
reconciling science, religion, and*

*humanism. Resonant with the  
confusions of existence, this*

*classic is a touching and  
transcendent book of life. This*

*new edition contains an interview  
with Pirsig and letters and*

*documents detailing how this  
extraordinary book came to be.*

*\*\*National Bestseller\*\* Drawing  
on cutting-edge neuroscience,*

*behavioral economic, and social  
psychology research, acclaimed*

Bookmark File PDF The Art Of Explanation Making Your Ideas Products And Services Easier To Understand Author Lee author, former Harvard professor, and think tank founder Todd Rose reveals how so much of our thinking about each other is informed by false assumptions that drive bad decisions that make us dangerously mistrustful as a society and hopelessly unhappy as individuals. The desire to fit in is one of the most powerful, least understood forces in a society. Todd Rose believes that as human beings we continually act against our own best interests out of our brains' misunderstanding of what we think others believe. A complicated set of illusions driven by conformity bias distorts how we see the world around us. From toilet paper shortages to kidneys that get thrown away rather than

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used for desperately needed  
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organ transplants, from racial segregation to the perceived “electability” of women for political office, from bottled water to “cancel culture,” we routinely copy others, lie about what we believe, cling to tribes, and silence others. We are so profoundly social that when we are incongruent with the group that we do lasting damage to our self-worth, diminish our well-being and never realize our full potential. It’s why we all too often chase the familiar trappings of money, fame, and success that leave us feeling empty even when we do achieve them. It’s why we’ll blindly espouse a viewpoint we don’t necessarily believe in so that we blend in with the group.

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*We trap ourselves in prisons of our own making that prevent us from living the happy, fulfilled lives we envision. The question is, Why do we keep believing the lies and hurting ourselves? Todd Rose reveals the answer is deeply hard-wired in our DNA, with brains that are more socially dependent than we realize or dare to accept. Most of us would rather be fully in sync with the social norms of our respective groups than true to who we are. Using originally researched data, *Collective Illusions* shows us where we get things wrong and just as important, how we can be authentic in forming our opinions while valuing truth. Rose offers a counterintuitive, empowering, and hopeful explanation for how*

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*we can bridge the inference gap,  
make decisions with a newfound  
clarity, and achieve fulfillment.*

*Only then can we transform  
ourselves, and ultimately, society.*

*Your Go-To Guide to Creating  
Ridiculously Good Content*

*The Book Thief*

*The Art of Stress-Free Productivity*

*Making the Case Against Belief in  
God*

*The Graphic Work*

*The Art of Explanation*

*Thinking in Bets*

Natalie Loveless examines the  
institutionalization of artistic  
research-creation--a scholarly  
activity that considers art practices  
as research methods in their own  
right--and its significance to North  
American higher education.

Wall Street Journal bestseller!

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how to get comfortable with uncertainty and make better decisions as a result. In Super Bowl XLIX, Seahawks coach Pete Carroll made one of the most controversial calls in football history: With 26 seconds remaining, and trailing by four at the Patriots' one-yard line, he called for a pass instead of a hand off to his star running back. The pass was intercepted and the Seahawks lost. Critics called it the dumbest play in history. But was the call really that bad? Or did Carroll actually make a great move that was ruined by bad luck? Even the best decision doesn't yield the best outcome every time. There's always an element of luck that you can't control, and there is always

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information that is hidden from view. So the key to long-term success (and avoiding worrying yourself to death) is to think in bets: How sure am I? What are the possible ways things could turn out? What decision has the highest odds of success? Did I land in the unlucky 10% on the strategy that works 90% of the time? Or is my success attributable to dumb luck rather than great decision making? Annie Duke, a former World Series of Poker champion turned business consultant, draws on examples from business, sports, politics, and (of course) poker to share tools anyone can use to embrace uncertainty and make better decisions. For most people, it's difficult to say "I'm not sure" in a world that values and, even,

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rewards the appearance of certainty. But professional poker players are comfortable with the fact that great decisions don't always lead to great outcomes and bad decisions don't always lead to bad outcomes. By shifting your thinking from a need for certainty to a goal of accurately assessing what you know and what you don't, you'll be less vulnerable to reactive emotions, knee-jerk biases, and destructive habits in your decision making. You'll become more confident, calm, compassionate and successful in the long run.

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action

Presentations are meant to inform, inspire, and persuade audiences.

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So why then do so many audiences leave feeling like they've wasted their time? All too often,

presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content

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development methodologies that are not only fundamental but will move people to action. Upends the usual paradigm by making the audience the hero and the presenter the mentor. Shows how to use story techniques of conflict and resolution. Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

Revealing the central yet intentionally obliterated role of Africa in the creation of modernity, *Born in Blackness* vitally reframes our understanding of world history. Traditional accounts of the making of the modern world afford a place of primacy to European history. Some credit the fifteenth-century

Age of Discovery and the maritime connection it established between West and East; others the accidental unearthing of the "New World." Still others point to the development of the scientific method, or the spread of Judeo-Christian beliefs; and so on, ad infinitum. The history of Africa, by contrast, has long been relegated to the remote outskirts of our global story. What if, instead, we put Africa and Africans at the very center of our thinking about the origins of modernity? In a sweeping narrative spanning more than six centuries, Howard W. French does just that, for *Born in Blackness* vitally reframes the story of medieval and emerging Africa, demonstrating how the economic ascendancy of Europe, the anchoring of

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democracy in the West, and the fulfillment of so-called Enlightenment ideals all grew out of Europe's dehumanizing engagement with the "dark" continent. In fact, French reveals, the first impetus for the Age of Discovery was not—as we are so often told, even today—Europe's yearning for ties with Asia, but rather its centuries-old desire to forge a trade in gold with legendarily rich Black societies sequestered away in the heart of West Africa. Creating a historical narrative that begins with the commencement of commercial relations between Portugal and Africa in the fifteenth century and ends with the onset of World War II, *Born in Blackness* interweaves precise historical detail with

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poignant, personal reportage. In so doing, it dramatically retrieves the lives of major African historical figures, from the unimaginably rich medieval emperors who traded with the Near East and beyond, to the Kongo sovereigns who heroically battled seventeenth-century European powers, to the ex-slaves who liberated Haitians from bondage and profoundly altered the course of American history. While French cogently demonstrates the centrality of Africa to the rise of the modern world, *Born in Blackness* becomes, at the same time, a far more significant narrative, one that reveals a long-concealed history of trivialization and, more often, elision in depictions of African history throughout the last five hundred years. As French shows,

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the achievements of sovereign African nations and their now-far-flung peoples have time and again been etiolated and deliberately erased from modern history. As the West ascended, their stories—siloed and piecemeal—were swept into secluded corners, thus setting the stage for the hagiographic “rise of the West” theories that have endured to this day. “Capacious and compelling” (Laurent Dubois), *Born in Blackness* is epic history on the grand scale. In the lofty tradition of bold, revisionist narratives, it reframes the story of gold and tobacco, sugar and cotton—and of the greatest “commodity” of them all, the twelve million people who were brought in chains from Africa to the “New World,” whose reclaimed lives shed a harsh light

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on our present world.  
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The Making of Biblical Womanhood

Critiques of God

Collective Illusions

Conformity, Complicity, and the

Science of Why We Make Bad

Decisions

Drive

How We Decide

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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

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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

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10 million copies sold In this  
generation-defining self-help guide, a  
superstar blogger cuts through the  
crap to show us how to stop trying to  
be "positive" all the time so that we  
can truly become better, happier  
people. For decades, we 've been told  
that positive thinking is the key to a  
happy, rich life. "F\*\*k positivity," Mark  
Manson says. "Let 's be honest, shit is  
f\*\*ked and we have to live with it." In  
his wildly popular Internet blog,  
Manson doesn 't sugarcoat or  
equivocate. He tells it like it is—a dose  
of raw, refreshing, honest truth that is  
sorely lacking today. The Subtle Art of  
Not Giving a F\*\*k is his antidote to the  
coddling, let 's-all-feel-good mindset  
that has infected American society  
and spoiled a generation, rewarding

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them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f\*\*k about

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so we need to figure out which ones really matter, Manson makes clear.

While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-talk, filled with entertaining stories and profane, ruthless humor, *The Subtle Art of Not Giving a F\*\*k* is a refreshing slap for a generation to help them lead contented, grounded lives.

Essays on atheism by Kurt Baier, John Dewey, Paul Edwards, Antony Flew, Sigmund Freud, Erich Fromm, Sidney Hook, Walter Kaufmann, Corliss Lamont, Wallace I. Matson, H.J. McCloskey, Ernest Nagel, Kai Nielsen, Richard Robinson, Bertrand Russell, and Michael Scriven.

In How to Explain Absolutely

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Anything to Absolutely Anyone. The art and science of teacher explanation, Andy Tharby talks teachers through a set of remarkably simple techniques that will help revolutionise the precision and clarity of their message. Explanation is an art form, albeit a slightly mysterious one. We know a great explanation when we see or hear one, yet nevertheless we struggle to pin down the intricacies of the craft Just how exactly is it done? In How to Explain Absolutely Anything to Absolutely Anyone, Andy Tharby eloquently explores the art and science of this undervalued skill and illustrates how improving the quality of explanation can improve the quality of learning. Delving into the wonder of metaphor, the brilliance of repetition and the timeless benefits of storytelling, Andy sets out an evidence-

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informed approach that will enable teachers to explain tricky concepts so well that their students will not only understand them perfectly, but remember them forever too. By bringing together evidence and ideas from a wide range of sources including cognitive science, educational research and the study of linguistics the book examines how the most effective writers and speakers manage to transform even the most messy, complicated idea into a thing of wondrous, crystalline clarity. Then, by provoking greater thought and contemplation around language choices in the classroom, Andy spells out how the practical tools and techniques discussed can be put into practice. Andy also puts the important role of learner autonomy in context, recognising that there is a time for

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teachers to talk and a time for pupils  
to lead their own learning and  
contends that, in most cases, teachers  
should first lay out the premise before  
opening the space for interrogation.  
Ultimately, How to Explain Absolutely  
Anything to Absolutely Anyone argues  
that good teaching is not about  
talking more or less, but about talking  
better. Brimming with sensible advice  
applicable to a range of settings and  
subjects, this book is suitable for  
teachers and educators of learners  
aged 7 to 16

How to Build Habit-Forming Products

The Secret

How to Make Art at the End of the  
World