

Where Good Ideas Come From The Natural History Of Innovation

Warren Buffett built Berkshire Hathaway into something remarkable—and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles the Equity Investor." Andrew Tobias's 1983 article "Letters from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letters. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they could do anything, but not so much that they could do nothing." Bill Gates's 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective.

"Thoroughly engrossing . . . a spirited, suspenseful, economically told tale whose significance is manifest and whose pace never flags." —The Wall Street Journal From The New York Times—bestselling author of The Ghost Map and Extra Life, the story of a pirate who changed the world Henry Every was the seventeenth century's most notorious pirate. The press published wildly popular—and wildly inaccurate—reports of his nefarious adventures. The British government offered enormous bounties for his capture, alive or (preferably) dead. But Steven Johnson argues that Every's most lasting legacy was his inadvertent triggering of a major shift in the global economy. Enemy of All Mankind focuses on one key event—the attack on an Indian treasure ship by Every and his crew—and its surprising repercussions across time and space. It's the gripping tale of one of the most lucrative crimes in history, the first international manhunt, and the trial of the seventeenth century. Johnson uses the extraordinary story of Henry Every and his crimes to explore the emergence of the East India Company, the British Empire, and the modern global marketplace: a densely interconnected planet ruled by nations and corporations. How did this unlikely pirate and his notorious crime end up playing a key role in the birth of multinational capitalism? In the same mode as Johnson's classic nonfiction historical thriller The Ghost Map, Enemy of All Mankind deftly traces the path from a single struck match to a global conflagration.

Big data entrepreneur Allen Gannett overturns the mythology around creative genius, and reveals the science and secrets behind achieving breakout commercial success in any field. We have been spoon-fed the notion that creativity is the province of genius -- of those favored, brilliant few whose moments of insight arrive in unpredictable flashes of divine inspiration. And if we are not a genius, we might as well pack it in and give up. Either we have that gift, or we don't. But Allen shows that simply isn't true.

Recent research has shown that there is a predictable science behind achieving commercial success in any creative endeavor, from writing a popular novel to starting up a successful company to creating an effective marketing campaign. As the world's most creative people have discovered, we are enticed by the novel and the familiar. By understanding the mechanics of what Gannett calls "the creative curve" – the point of optimal tension between the novel and the familiar – everyone can better engineer mainstream success. In a thoroughly entertaining book that describes the stories and insights of everyone from the Broadway team behind Dear Evan Hansen, to the founder of Reddit, from the Chief Content Officer of Netflix to Michelin star chefs, Gannett reveals the four laws of creative success and identifies the common patterns behind their achievement.

A fascinating deep dive on innovation from the New York Times bestselling author of How We Got To Now and Unexpected Life The printing press, the pencil, the flush toilet, the battery--these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

How Today's Popular Culture Is Actually Making Us Smarter

Little Bets

How to Have Great Ideas

The Innovator's Cookbook

What Technology Wants

Future Perfect

The Madness of Crowds

From the New York Times bestselling author of How We Got To Now and Farsighted Steven Johnson, author of Where Good Ideas Come From, Emergence, Everything Bad is Good for You, Mind Wide Open and Ghost Map, and an acknowledged bestselling leader on the subject of innovation, gathers - for a foundational text on the subject of innovation - essays, interviews, and cutting-edge insights by such exciting field leaders as Peter Drucker, Richard Florida, Eric Von Hippel, Dean Keith Simonton, Arthur Koestler, John Seely Brown, and Marshall Berman. Johnson also provides new material from Marisa Mayer of Google, Twitter's Biz Stone and Jack Dorsey, and Ray Ozzie, Microsoft's former Chief Software Architect. With additional commentary by Johnson himself, this book

reveals the innovation found in a wide range of fields, including science, technology, energy, transportation, education, art, and sociology, making it vital, fresh, and fascinating reading for our time, and for the future.

From the bestselling author of *How We Got To Now*, *The Ghost Map* and *Farsighted*, a new national bestseller: the “exhilarating” (Los Angeles Times) story of Joseph Priestley, “a founding father long forgotten” (Newsweek) and a brilliant man who embodied the relationship between science, religion, and politics for America’s Founding Fathers. In *The Invention of Air*, national bestselling author Steven Johnson tells the fascinating story of Joseph Priestley—scientist and theologian, protégé of Benjamin Franklin, friend of Thomas Jefferson—an eighteenth-century radical thinker who played pivotal roles in the invention of ecosystem science, the discovery of oxygen, the uses of oxygen, scientific experimentation, the founding of the Unitarian Church, and the intellectual development of the United States. As he did so masterfully in *The Ghost Map*, Steven Johnson uses a dramatic historical story to explore themes that have long engaged him: innovative strategies, intellectual models, and the way new ideas emerge and spread, and the environments that foster these breakthroughs.

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, Author of *Art of The Start* "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of *Design of Everyday Things* "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the clichés that surround the process of innovation."--Scott Rosenberg, author of *Dreaming in Code*; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of *The Inmates are Running the Asylum* "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of *The Ten Faces of Innovation*

This book celebrates Michael Stonebraker's accomplishments that led to his 2014 ACM A.M. Turing Award "for fundamental contributions to the concepts and practices underlying modern database systems." The book describes, for the broad computing community, the unique nature, significance, and impact of Mike's achievements in advancing modern database systems over more than forty years. Today, data is considered the world's most valuable resource, whether it is in the tens of millions of databases used to manage the world's businesses and governments, in the billions of databases in our smartphones and watches, or residing elsewhere, as yet unmanaged, awaiting the elusive next generation of database systems. Every one of the millions or billions of databases includes features that are celebrated by the 2014 Turing Award and are described in this book. Why should I care about databases? What is a database? What is data management? What is a database management system (DBMS)? These are just some of the questions that this book answers, in describing the development of data management through the achievements of Mike Stonebraker and his over 200 collaborators. In reading the stories in this book, you will discover core data management concepts that were developed over the two greatest eras (so far) of data management technology. The book is a collection of 36 stories written by Mike and 38 of his collaborators: 23 world-leading database researchers, 11 world-class systems engineers, and 4 business partners. If you are an aspiring researcher, engineer, or entrepreneur you might read these stories to find these turning points as practice to tilt at your own computer-science windmills, to spur yourself to your next step of innovation and achievement.

The Collector of Lives: Giorgio Vasari and the Invention of Art Emergence

The Myths of Innovation

Slaughterhouse-Five

A Street, an Epidemic and the Two Men Who Battled to Save Victorian London

The Idea Factory

Enemy of All Mankind

Offers a useful reminder of the role of modern science in fundamentally transforming all of our lives. President Barack Obama (on Twitter) An important book. Steven Pinker, The New York Times Book Review The surprising and important story of how humans gained what amounts to an extra life, from the bestselling author of *How We Got to Now* and *Where Good Ideas Come From* In 1920, at the end of the last major pandemic, global life expectancy was just over forty years. Today, in many parts of the world, human beings can expect to live more than eighty years. As a species we have doubled our life expectancy in just one century. There are few measures of human progress more astonishing than this increased longevity. *Extra Life* is Steven Johnson's attempt to understand where that progress came from, telling the epic story of one of humanity's greatest achievements. How many of those extra years came from vaccines, or the decrease in famines, or seatbelts? What are the forces that now keep us alive longer? Behind each breakthrough lies an inspiring story of cooperative innovation, of brilliant thinkers bolstered by strong systems of public support and collaborative networks, and of dedicated activists fighting for meaningful reform. But for all its focus on positive change, this book is also a reminder that meaningful gaps in life expectancy still exist, and that new threats loom on the horizon, as the COVID-19 pandemic has made clear. How do we avoid decreases in life expectancy as our public health systems face unprecedented challenges? What current technologies or interventions that could reduce the impact of future crises are we somehow ignoring? A study in how meaningful change happens in society, *Extra Life* celebrates the enduring power of common goals and public resources, and the heroes of public health and medicine too often ignored in popular accounts of our history. This is the sweeping story of a revolution with immense public and personal consequences: the

doubling of the human life span.

BRILLIANTLY EXPLORING TODAY'S CUTTING-EDGE BRAIN RESEARCH, MIND WIDE OPEN IS AN UNPRECEDENTED JOURNEY INTO THE ESSENCE OF HUMAN PERSONALITY, ALLOWING READERS TO UNDERSTAND THEMSELVES AND THE PEOPLE IN THEIR LIVES AS NEVER BEFORE. Using a mix of experiential reportage, personal storytelling, and fresh scientific discovery, Steven Johnson describes how the brain works -- its chemicals, structures, and subroutines -- and how these systems connect to the day-to-day realities of individual lives. For a hundred years, he says, many of us have assumed that the most powerful route to self-knowledge took the form of lying on a couch, talking about our childhoods. The possibility entertained in this book is that you can follow another path, in which learning about the brain's mechanics can widen one's self-awareness as powerfully as any therapy or meditation or drug. In Mind Wide Open, Johnson embarks on this path as his own test subject, participating in a battery of attention tests, learning to control video games by altering his brain waves, scanning his own brain with a \$2 million fMRI machine, all in search of a modern answer to the oldest of questions: who am I? Along the way, Johnson explores how we "read" other people, how the brain processes frightening events (and how we might rid ourselves of the scars those memories leave), what the neurochemistry is behind love and sex, what it means that our brains are teeming with powerful chemicals closely related to recreational drugs, why music moves us to tears, and where our breakthrough ideas come from. Johnson's clear, engaging explanation of the physical functions of the brain reveals not only the broad strokes of our aptitudes and fears, our skills and weaknesses and desires, but also the momentary brain phenomena that a whole human life comprises. Why, when hearing a tale of woe, do we sometimes smile inappropriately, even if we don't want to? Why are some of us so bad at remembering phone numbers but brilliant at recognizing faces? Why does depression make us feel stupid? To read Mind Wide Open is to rethink family histories, individual fates, and the very nature of the self, and to see that brain science is now personally transformative -- a valuable tool for better relationships and better living.

100 Easy Recipes In Jars is a collection of easy to make, delicious jar recipes that will make a big dent in your holiday gift giving list. Photos of jar decorating ideas are throughout the book. The recipes use simple ingredients to create a homemade meal or snack that's as easy to use as a store-bought mix. You do the hard part, while the recipient sits back and enjoys.

From the New York Times bestselling author of How We Got To Now and Farsighted Forget everything you've ever read about the age of dumbed-down, instant-gratification culture. In this provocative, unfailingly intelligent, thoroughly researched, and surprisingly convincing big idea book, Steven Johnson draws from fields as diverse as neuroscience, economics, and media theory to argue that the pop culture we soak in every day—from Lord of the Rings to Grand Theft Auto to The Simpsons—has been growing more sophisticated with each passing year, and, far from rotting our brains, is actually posing new cognitive challenges that are actually making our minds measurably sharper. After reading Everything Bad is Good for You, you will never regard the glow of the video game or television screen the same way again. With a new afterword by the author.

Everything Bad is Good for You

The Natural History of Innovation

Extra Life

The Ghost Map

The Hidden Brain

The Seven Patterns of Innovation

A Guide to Creative Thinking

Instant #1 New York Times Bestseller AARP The Magazine - Recommended Summer Reading

CNN - A Most Anticipated Book of August Bustle - A Most Anticipated Book of August Chief

Inspector Armand Gamache returns to Three Pines in #1 New York Times bestseller Louise

Penny's latest spellbinding novel You're a coward. Time and again, as the New Year

approaches, that charge is leveled against Armand Gamache. It starts innocently enough.

While the residents of the Québec village of Three Pines take advantage of the deep snow to

ski and toboggan, to drink hot chocolate in the bistro and share meals together, the Chief

Inspector finds his holiday with his family interrupted by a simple request. He's asked to

provide security for what promises to be a non-event. A visiting Professor of Statistics will be

giving a lecture at the nearby university. While he is perplexed as to why the head of homicide

for the Sûreté du Québec would be assigned this task, it sounds easy enough. That is until

Gamache starts looking into Professor Abigail Robinson and discovers an agenda so repulsive

he begs the university to cancel the lecture. They refuse, citing academic freedom, and accuse

Gamache of censorship and intellectual cowardice. Before long, Professor Robinson's views

start seeping into conversations. Spreading and infecting. So that truth and fact, reality and

delusion are so confused it's near impossible to tell them apart. Discussions become debates,

debates become arguments, which turn into fights. As sides are declared, a madness takes

hold. Abigail Robinson promises that, if they follow her, ça va bien aller. All will be well. But

not, Gamache and his team know, for everyone. When a murder is committed it falls to Armand

Gamache, his second-in-command Jean-Guy Beauvoir, and their team to investigate the crime

as well as this extraordinary popular delusion. And the madness of crowds.

"A house of wonders itself. . . . Wonderland inspires grins and well-what-d'ya-knows" —The

New York Times Book Review From the New York Times—bestselling author of *How We Got to Now* and *Extra Life*, a look at the world-changing innovations we made while keeping ourselves entertained. This lushly illustrated history of popular entertainment takes a long-zoom approach, contending that the pursuit of novelty and wonder is a powerful driver of world-shaping technological change. Steven Johnson argues that, throughout history, the cutting edge of innovation lies wherever people are working the hardest to keep themselves and others amused. Johnson's storytelling is just as delightful as the inventions he describes, full of surprising stops along the journey from simple concepts to complex modern systems. He introduces us to the colorful innovators of leisure: the explorers, proprietors, showmen, and artists who changed the trajectory of history with their luxurious wares, exotic meals, taverns, gambling tables, and magic shows. In *Wonderland*, Johnson compellingly argues that observers of technological and social trends should be looking for clues in novel amusements. You'll find the future wherever people are having the most fun.

From a coral reef teeming with life to the instant success of YouTube, the author explores what kind of environment fosters the development of good ideas, identifying the seven key principles for generating great notions. By the author of *Everything Bad Is Good for You*. Follows the adventures of Paul Atreides, the son of a betrayed duke given up for dead on a treacherous desert planet and adopted by its fierce, nomadic people, who help him unravel his most unexpected destiny.

How to Be Brilliant at a Moment's Notice

The Story of London's Most Terrifying Epidemic--and How It Changed Science, Cities, and the Modern World

Tap Dancing to Work

Wonderland

Bell Labs and the Great Age of American Innovation

Where Good Ideas Come From

A Novel

"Readers curious about the making of Renaissance art, its cast of characters and political intrigue, will find much to relish in these pages." —Wall Street Journal Giorgio Vasari (1511–1574) was a man of many talents—a sculptor, painter, architect, writer, and scholar—but he is best known for *Lives of the Artists*, which singlehandedly established the canon of Italian Renaissance art. Before Vasari's extraordinary book, art was considered a technical skill, and artists were mere decorators and craftsmen. It was through Vasari's visionary writings that Raphael, Leonardo, and Michelangelo came to be regarded as great masters of life as well as art, their creative genius celebrated as a divine gift. Lauded by Sarah Bakewell as "insightful, gripping, and thoroughly enjoyable," *The Collector of Lives* reveals how one Renaissance scholar completely redefined how we look at art.

How to Have Great Ideas is the essential guide for students and young professionals looking to embrace creative thinking in design, advertising and communications. It provides 53 practical strategies for unlocking innovative ideas. Strategies include improvisation techniques, changing the scenery, finding hidden links, looking to nature for inspiration, combining unusual systems, challenging set boundaries and many more. Each strategy is packed with great examples of successful contemporary and historical designs – from a designer dress made out of an old typewriter to ticket machines powered by recycled bottles in China, via the reimagining of famous brand logos and mis-use of photocopiers. Packed with practical projects to kick-start inventive thought in idea-blocked moments, this book explores creative thinking across all visual arts disciplines.

A heartbreaking and hilarious memoir by iCarly and Sam & Cat star Jennette McCurdy about her struggles as a former child actor—including eating disorders, addiction, and a complicated relationship with her overbearing mother—and how she retook control of her life. Jennette McCurdy was six years old when she had her first acting audition. Her mother's dream was for her only daughter to become a star, and Jennette would do anything to make her mother happy. So she went along with what Mom called "calorie restriction," eating little and weighing herself five times a day. She endured extensive at-home makeovers while Mom chided, "Your eyelashes are invisible, okay? You think Dakota Fanning doesn't tint hers?" She was even showered by Mom until age sixteen while sharing her diaries, email, and all her income. In *I'm Glad My Mom Died*, Jennette recounts all this in unflinching detail—just as she chronicles what happens when the dream finally comes true. Cast in a new Nickelodeon series called iCarly, she is thrust into fame. Though Mom is ecstatic, emailing fan club moderators and getting on a first-name basis with the paparazzi ("Hi Gale!"), Jennette is riddled with anxiety, shame, and self-loathing, which manifest into eating disorders, addiction, and a series of unhealthy relationships. These issues only get worse when, soon after taking the lead in the iCarly spinoff Sam & Cat alongside Ariana Grande, her mother dies of cancer. Finally, after discovering therapy and quitting acting, Jennette embarks on recovery and decides for the first time in her life what she really wants. Told with refreshing candor and dark humor, *I'm Glad My Mom Died* is an inspiring story of resilience, independence, and the joy of shampooing your own hair.

Many of us assume that our creative process is beyond our ability to influence, and pay attention to it only when it isn't working properly. For the most part, we go about our daily tasks and everything just "works." Until it doesn't. Adding to this lack of understanding is the rapidly accelerating pace of work. Each day we are face escalating expectations and a continual squeeze to do more with less. We are asked to produce an ever-increasing amount of brilliance in an ever-shrinking amount of time. There is an unspoken (or spoken!) expectation that we'll be accessible 24/7, and as a result we frequently feel like

we're "always on." Now business creativity expert Todd Henry explains how to unleash your creative potential. Whether you're a creative by trade or an "accidental creative," this book will help you quickly and effectively integrate new ideas into your daily life.

The Case For Progress In A Networked Age

Farsighted

The Pragmatic Wisdom of Michael Stonebraker

A True Story of Piracy, Power, and History's First Global Manhunt

How We Make the Decisions That Matter the Most

The Creative Curve

Where Ideas Come From and How to Have Better Ones

From the author of the New York Times bestseller *The Inevitable*— a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

The hardest choices are also the most consequential. So why do we know so little about how to get them right? Big, life-altering decisions matter so much more than the decisions we make every day, and they're also the most difficult: where to live, whom to marry, what to believe, whether to start a company, how to end a war. There's no one-size-fits-all approach for addressing these kinds of conundrums. Steven Johnson's classic *Where Good Ideas Come From* inspired creative people all over the world with new ways of thinking about innovation. In *Farsighted*, he uncovers powerful tools for honing the important skill of complex decision-making. While you can't model a once-in-a-lifetime choice, you can model the deliberative tactics of expert decision-makers. These experts aren't just the master strategists running major companies or negotiating high-level diplomacy. They're the novelists who draw out the complexity of their characters' inner lives, the city officials who secure long-term water supplies, and the scientists who reckon with future challenges most of us haven't even imagined. The smartest decision-makers don't go with their guts. Their success relies on having a future-oriented approach and the ability to consider all their options in a creative, productive way. Through compelling stories that reveal surprising insights, Johnson explains how we can most effectively approach the choices that can chart the course of a life, an organization, or a civilization. *Farsighted* will help you imagine your possible futures and appreciate the subtle intelligence of the choices that shaped our broader social history.

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

A National Bestseller, a New York Times Notable Book, and an Entertainment Weekly Best Book of the Year from the author of *Extra Life* "By turns a medical thriller, detective story, and paean to city life, Johnson's account of the outbreak and its modern implications is a true page-turner." —The Washington Post "Thought-provoking." —Entertainment Weekly It's the summer of 1854, and London is just emerging as one of the first modern cities in the world. But lacking the infrastructure-garbage removal, clean water, sewers-necessary to support its rapidly expanding population, the city has become the perfect breeding ground for a terrifying disease no one knows how to cure. As the cholera outbreak takes hold, a physician and a local curate are spurred to action-and ultimately solve the most pressing medical riddle of their time. In a triumph of multidisciplinary thinking, Johnson illuminates the intertwined histories of the spread of disease, the rise of cities, and the nature of scientific inquiry, offering both a riveting history and a powerful explanation of how it has shaped the world we live in.

Warren Buffett on Practically Everything, 1966-2013

The Connected Lives of Ants, Brains, Cities, and Software

Making Databases Work

How to Develop the Right Idea, at the Right Time

Rethink Your Marketing

I'm Glad My Mom Died

The New Rules of Breakthrough Collaboration

Identifies the importance of a conscious, planned and shared collaborative environment that promotes teamwork, creativity and enthusiasm, revealing counter-intuitive facts while sharing research-based examples that identify the essential components of an effective team. 15,000 first printing.

Where Good Ideas Come From The Natural History of Innovation Penguin

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed. A special fiftieth anniversary edition of Kurt Vonnegut's masterpiece, "a desperate, painfully honest attempt to confront the monstrous crimes of the twentieth century" (Time), featuring a new introduction by Kevin Powers, author of the National Book Award finalist *The Yellow Birds* Selected by the Modern Library as one of the 100 best novels of all time *Slaughterhouse-Five*, an American classic, is one of the world's great antiwar books. Centering on the infamous World War II firebombing of Dresden, the novel is the result of what Kurt Vonnegut described as a twenty-three-year struggle to write a book about what he had witnessed as an American prisoner of war. It combines historical fiction, science fiction, autobiography, and satire in an account of the life of Billy Pilgrim, a barber's son turned draftee turned optometrist turned alien abductee. As Vonnegut had, Billy experiences the destruction of Dresden as a POW. Unlike Vonnegut, he experiences time travel, or coming "unstuck in time." An instant bestseller, *Slaughterhouse-Five* made Kurt Vonnegut a cult hero in American literature, a reputation that only strengthened over time, despite his being banned and censored by some libraries and schools for content and language. But it was precisely those elements of Vonnegut's writing—the political edginess, the genre-bending inventiveness, the frank violence, the transgressive wit—that have inspired generations of readers not just to look differently at the world around them but to find the confidence to say something about it. Authors as wide-ranging as Norman Mailer, John Irving, Michael Crichton, Tim O'Brien, Margaret Atwood, Elizabeth Strout, David Sedaris, Jennifer Egan, and J. K. Rowling have all found inspiration in Vonnegut's words. Jonathan Safran Foer has described Vonnegut as "the kind of writer who made people—young people especially—want to write." George Saunders has declared Vonnegut to be "the great, urgent, passionate American writer of our century, who offers us . . . a model of the kind of compassionate thinking that might yet save us from ourselves." Fifty years after its initial publication at the height of the Vietnam War, Vonnegut's portrayal of political disillusionment, PTSD, and postwar anxiety feels as relevant, darkly humorous, and profoundly affecting as ever, an enduring beacon through our own era's uncertainties. "Poignant and hilarious, threaded with compassion and, behind everything, the cataract of a thundering moral statement."—The Boston Globe

How Breakthrough Ideas Emerge from Small Discoveries

Egghead

Dune (Movie Tie-In)

A Short History of Living Longer

Or, You Can't Survive on Ideas Alone

How Play Made the Modern World

Six Innovations That Made the Modern World

Identifies key principles that are driving force of creativity. This book helps to learn how: a slow hunch can be more valuable than a Eureka moment; the connected 'hive mind' is smarter than the lone thinker; where you think matters just as much as what you're thinking; and, the best ideas come from building on the ideas and inventions of others.

A strange and charming collection of hilariously absurd poetry, writing, and illustration from one of today's most popular young comedians... EGGHEAD: Or, You Can't Survive on Ideas Alone Bo Burnham was a precocious teenager living in his parents' attic when he started posting material on YouTube. 100 million people viewed those videos, turning Bo into an online sensation with a huge and dedicated following. Bo taped his first of two Comedy Central specials four days after his 18th birthday, making him the youngest to do so in the channel's history. Now Bo is a rising star in the comedy world, revered for his utterly original and intelligent voice. And, he can SIIIIIIING! In EGGHEAD, Bo brings his brand of brainy, emotional comedy to the page in the form of off-kilter poems, thoughts, and more. Teaming up with his longtime friend, artist, and illustrator Chance Bone, Bo takes on everything from death to

farts in this weird book that will make you think, laugh and think, "why did I just laugh?"

Steven Johnson takes the reader day by day through the cholera epidemic of 1854 - which would consume 50,000 lives in England and Wales - and recreates a London full of dust heaps, furnaces and slaughterhouses.

From the New York Times bestselling author of *How We Got To Now*, *Farsighted*, and *Extra Life* Combining the deft social analysis of *Where Good Ideas Come From* with the optimistic arguments of *Everything Bad Is Good For You*, New York Times bestselling author Steven Johnson's *Future Perfect* makes the case that a new model of political change is on the rise, transforming everything from local governments to classrooms, from protest movements to health care. Johnson paints a compelling portrait of this new political worldview -- influenced by the success and interconnectedness of the Internet, by peer networks, but not dependent on high-tech solutions -- that breaks with the conventional categories of liberal or conservative, public vs. private thinking. With his acclaimed gift for multi-disciplinary storytelling and big idea books, Johnson explores this new vision of progress through a series of fascinating narratives: from the "miracle on the Hudson" to the planning of the French railway system; from the battle against malnutrition in Vietnam to a mysterious outbreak of strange smells in downtown Manhattan; from underground music video artists to the invention of the Internet itself. At a time when the conventional wisdom holds that the political system is hopelessly gridlocked with old ideas, *Future Perfect* makes the timely and inspiring case that progress is still possible, and that innovative strategies are on the rise. This is a hopeful, affirmative outlook for the future, from one of the most brilliant and inspiring visionaries of contemporary culture.

How We Got to Now

How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives

The Accidental Creative

Mind Wide Open

A Story Of Science, Faith, Revolution, And The Birth Of America

Ask a Manager

*Where do good ideas come from? And what do we need to know and do to have more of them? In *Where Good Ideas Come From*, Steven Johnson, one of our most innovative popular thinkers, explores the secrets of inspiration. Steven Johnson has spent twenty years immersed in creative industries, was active at the dawn of the internet and has a unique perspective that draws on his fluency in fields ranging from neurobiology to new media. Why have cities historically been such hubs of innovation? What do the printing press and Apple have in common? And what does this have to do with the creation and evolution of life itself? Johnson presents the answers to these questions and more in his infectious, culturally omnivorous style, using examples from thinkers in a range of disciplines - from Charles Darwin to Tim Berners-Lee - to provide the complete, exciting, and encouraging story of inspiration. He identifies the five key principles to the genesis of great ideas, from the cultivation of hunches to the importance of connectivity and how best to make use of new technologies. Most exhilarating is his conclusion: with today's tools and environment, radical innovation is extraordinarily accessible to those who know how to cultivate it. By recognizing where and how patterns of creativity occur - whether within a school, a software platform or a social movement - he shows how we can make more of our ideas good ones. From composer, musician, philanthropist--and son of Warren Buffett--comes a warm, wise, and inspirational book that expounds on the strong set of values given to him by his trusting and broadminded mother, his industrious and talented father, and the many life teachers he has met along the way.*

*The definitive history of America's greatest incubator of innovation and the birthplace of some of the 20th century's most influential technologies "Filled with colorful characters and inspiring lessons . . . The Idea Factory explores one of the most critical issues of our time: What causes innovation?" -Walter Isaacson, The New York Times Book Review "Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a society should best invest its research resources." -The Wall Street Journal From its beginnings in the 1920s until its demise in the 1980s, Bell Labs--officially, the research and development wing of AT&T--was the biggest, and arguably the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In *The Idea Factory*, Jon Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men--Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker--who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.*

*In the tradition of *Being Digital* and *The Tipping Point*, Steven Johnson, acclaimed as a "cultural critic with a poet's heart" (The Village Voice), takes readers on an eye-opening journey through emergence theory and its applications. A NEW YORK TIMES NOTABLE BOOK A VOICE LITERARY SUPPLEMENT TOP 25 FAVORITE BOOKS OF THE YEAR AN ESQUIRE MAGAZINE BEST BOOK OF THE YEAR Explaining why the whole is sometimes smarter than the sum of its parts, Johnson presents surprising examples of feedback, self-organization, and adaptive learning. How does a lively neighborhood evolve out of a disconnected group of shopkeepers, bartenders, and real estate developers? How does a media event take on a life of its own? How will new software programs create an intelligent World Wide Web? In the coming years, the power of self-organization -- coupled with the connective technology of the Internet -- will usher in a revolution every bit as significant as the introduction of electricity. Provocative and engaging, *Emergence* puts you on the front lines of this exciting upheaval in science and thought.*

100 Easy Recipes in Jars

7 Strategies to Unleash Revenue Growth

Essentials for Inventing What Is Next

Life Is What You Make It
The Riddle
The Invention of Air
Creative Conspiracy

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

From the New York Times–bestselling author of Where Good Ideas Come From and Extra Life, a new look at the power and legacy of great ideas. In this illustrated history, Steven Johnson explores the history of innovation over centuries, tracing facets of modern life (refrigeration, clocks, and eyeglass lenses, to name a few) from their creation by hobbyists, amateurs, and entrepreneurs to their unintended historical consequences. Filled with surprising stories of accidental genius and brilliant mistakes—from the French publisher who invented the phonograph before Edison but forgot to include playback, to the Hollywood movie star who helped invent the technology behind Wi-Fi and Bluetooth—How We Got to Now investigates the secret history behind the everyday objects of contemporary life. In his trademark style, Johnson examines unexpected connections between seemingly unrelated fields: how the invention of air-conditioning enabled the largest migration of human beings in the history of the species—to cities such as Dubai or Phoenix, which would otherwise be virtually uninhabitable; how pendulum clocks helped trigger the industrial revolution; and how clean water made it possible to manufacture computer chips. Accompanied by a major six-part television series on PBS, How We Got to Now is the story of collaborative networks building the modern world, written in the provocative, informative, and engaging style that has earned Johnson fans around the globe.

If your business is stuck and you just cannot seem to grow beyond your current plateau, Rethink Your Marketing arms you with seven strategies for getting unstuck to fuel your revenue growth. Rethink Your Marketing helps you to identify the specific levers of your marketing that will lead to new growth, enabling you to cut through the noise to what truly moves the needle. Rethink Your Marketing includes marketing wisdom from more than 50 companies. Want to know how Russell Weiner, President at Domino's, created the fastest-growing restaurant in the U.S.? Want to know how Mark Organ took Eloqua from near bankruptcy to being acquired for \$871 million? Want to know how Michelle Stern, SVP at Legendary Entertainment, is working with her applied analytics team to upend the way the entire movie industry markets films? Want to know how Jerome Hiquet, CMO at Tough Mudder, is plotting the brand's future growth? This book's got you covered! If your business has hit a plateau, rethink your brand's marketing to unleash growth. Merely tweaking what you are doing, though, will most likely lead to stagnation. Merely copying what the competition is doing will result in frustration. Merely following what the media is hyping will lead to failure. Instead, Rethink Your Marketing teaches you to avoid tinkering, and instead to go big, go bold, and go all out in highly strategic ways. From audience targeting and neuromarketing, to marketing mix and marketing metrics, after reading this book you'll learn a variety of paths for unleashing revenue growth. From basketball-playing sumo wrestlers to innovative revenue models, you'll uncover how dozens of highly successful brands are achieving marketing breakthroughs and accelerating their growth. Read Rethink Your Marketing, and learn to transform your business.

While organizations claim to value creativity, they are often at a loss when attempting to conjure up novel ideas, particularly in a world where technology has made information readily available to everyone. As a result, leaders ask, "Where will the next big idea come from?" In response, they allocate

significant resources for innovation; however the source of creative inspiration has remained a mystery. Science has shown that it's possible to create conditions under which the mind is more prepared to have insights, or "a-ha! moments." In this fascinating book, Andrew Razeghi examines the precursors to creative insight and offers clear-cut methods for making "Eureka moments" routine practice rather than lucky accidents. Combining the latest scientific research, interviews with current innovators, and studies of history's most creative minds, he dissects the creative process and presents a practical approach for inspiring innovation.

Where Good Ideas Come from

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

Your Brain and the Neuroscience of Everyday Life