

Wired For Story The Writers Guide To Using Brain Science To Hook Readers From The Very First Sentence By Cron Lisa 2012

Winner of the Anisfield-Wolf Book Award A Bloomberg Best Nonfiction Book of 2021 A startling work of historical sleuthing and synthesis, *Of Fear and Strangers* reveals the forgotten histories of xenophobia and what it means for us today. By 2016, it was impossible to ignore an international resurgence of xenophobia. What had happened? Looking for clues, psychiatrist and historian George Makari started out in his astonishment, he discovered an unfolding series of never-told stories. While a fear and hatred of strangers may be ancient, he found that the notion of a dangerous bias called "xenophobia" arose in the late-nineteenth-century doctors and political commentators and popularized by an eccentric stenographer, xenophobia emerged alongside Western nationalism, colonialism, mass migration, and the concept's rise, from its popularization and perverse misuse to its spread as an ethical principle in the wake of a series of calamities that culminated in the Holocaust, and its sudden reappearance. Makari investigates xenophobia's evolution through the writings of figures such as Joseph Conrad, Albert Camus, and Richard Wright, and innovators like Walter Lippmann, Sigmund Freud, Jean-Paul Sartre, and Frantz Fanon. Weaving together history, philosophy, and psychology, Makari offers insights into varied, related ideas such as the conditioned response, the stereotype, projection, the Authoritarian Personality, and institutional bias. Masterful, original, and elegantly written, *Of Fear and Strangers* offers us a unifying paradigm by which we might more clearly comprehend how irrational anxiety and contests of power can and lead to the dark headlines of division so prevalent today.

"Eagleman renders the secrets of the brain's adaptability into a truly compelling page-turner." —Khaled Hosseini, author of *The Kite Runner* "Livewired reads wonderfully like what a book would be if it were written by Sacks and William Gibson, sitting on Carl Sagan's front lawn." —*The Wall Street Journal* What does drug withdrawal have in common with a broken heart? Why is the enemy of memory not time but blindness? How can a blind person learn to see with her tongue, or a deaf person learn to hear with his skin? Why did many people in the 1980s mistakenly perceive book pages to be slightly red in color? Why is the voice of a robot so eerily human? Might we someday control a robot with our thoughts, just as we do our fingers and toes? Why do we dream at night, and what does that have to do with the rotation of the Earth? The answers lie in the brain, and in our eyes. The greatest technology we have ever discovered on our planet is the three-pound organ carried in the vault of the skull. This book is not simply about what the brain is; it is about what it does, and how it is not found in the parts it's made of but in the way those parts unceasingly reweave themselves in an electric, living fabric. In *Livewired*, you will surf the leading edge of neuroscience atop the author's imagination. What made David Eagleman one of the best scientific translators of our generation. Covering decades of research to the present day, *Livewired* also presents new discoveries from Eagleman's own laboratory, from dreaming to wearable neurotech devices that revolutionize how we think about the senses.

New York Times bestseller • Finalist for the Pulitzer Prize "This is a book to shake up the world." —Ann Patchett Nicholas Carr's bestseller *The Shallows* has become a foundational book in one of our time: As we enjoy the internet's bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with new insights on the cognitive and behavioral effects of smartphones and social media.

The second book in the *Writer's Compass* series from professional writing instructor Elizabeth Lyon offers both aspiring and established authors the fundamentals of writing and selling a great novel. In addition to the basics of characterization, plot, pacing, and theme, *A Writer's Guide to Fiction* also features a plan for revising fiction, a guide to marketing, samples of cover and query letters, and methods of distribution.

Of Fear and Strangers: A History of Xenophobia

Story Proof

How to Use Brain Science to Go Beyond Outlining and Write a Riveting Novel (Before You Waste Three Years Writing 327 Pages That Go Nowhere)

Wired for War

Vigilante Justice Thriller Series

Differently Wired

Termination Shock

The craft of writing offers countless potential problems: The story is too long; the story's too short; revising presents a huge hurdle; writer's block is rearing its ugly head. In HELP! FOR WRITERS, Roy Peter Clark presents an "owner's manual" for writers, outlining the seven steps of the writing process, and addressing the 21 most urgent problems that writers face. In his trademark engaging and entertaining style, Clark offers ten short solutions to each problem. Out of ideas? Read posters, billboards, and graffiti. Can't bear to edit yourself? Watch the deleted scenes feature of a DVD, and ask yourself why those scenes were left on the cutting-room floor. HELP! FOR WRITERS offers 210 strategies to guide writers to success.

Empower Your Writing Through Craft and Community! Writing can be a lonely profession plagued by blind stumbles, writer's block, and despair--but it doesn't have to be. Written by members of the popular Writer Unboxed website, Author in Progress is filled with practical, candid essays to help you reach the next rung on the publishing ladder. By tracking your creative journey from first draft to completion and beyond, you can improve your craft, find your community, and overcome the mental barriers that stand in the way of success. Author in Progress is the perfect no-nonsense guide for excelling at every step of the novel-writing process, from setting goals, researching, and drafting to giving and receiving critiques, polishing prose, and seeking publication. You'll love Author in Progress if...

- You're an aspiring novelist working on your first book.
- You're an experienced veteran looking for ways to enhance your career and connect with your writing community.
- You've finished your first draft and want to know the next steps.
- You're seeking clear, effective advice about publication—from professionals who are "down in the trenches" every day.

What's Inside Author in Progress features:

- More than 50 essays from best-selling authors, editors, and industry leaders on a variety of writing and publishing topics.
- Advice on writing first drafts, conducting research, building and fostering community, seeking critique, revising, and getting published.
- An encouraging approach to the writing and publishing process, from authors who've walked this path.

Business runs on emails, yet we rarely give them enough thought. Too often, our messages are misunderstood, misfiled, or ignored. In a world filled with remote collaboration and virtual teams, people who master email writing rise above the noise. Learn how to make your emails work for you rather than against you with this short, practical guide. Topics include: Crafting effective subject lines Writing emails that people respond to Protecting yourself

from accidental misfires Whether you're just starting in your career or are adjusting to a newly remote and virtual workplace, you'll find valuable advice and tips you can put into practice right away.

A NATIONAL BESTSELLER * A NEW YORK TIMES BOOK REVIEW EDITORS' CHOICE * A WASHINGTON POST BEST BOOK OF THE YEAR "An invigorating work, deadly precise in its skewering of people, places and things . . . Stylish, despairing and very funny, *Fake Accounts* . . . adroitly maps the dwindling gap between the individual and the world." —Katie Kitamura, *The New York Times Book Review* A woman in a tailspin discovers that her boyfriend is an anonymous online conspiracy theorist in this "absolutely brilliant take on the bizarre and despicable ways the internet has warped our perception of reality" (*Elle*, One of the Most Anticipated Books of the Year). On the eve of Donald Trump's inauguration, a young woman snoops through her boyfriend's phone and makes a startling discovery: he's an anonymous internet conspiracy theorist, and a popular one at that. Already fluent in internet fakery, irony, and outrage, she's not exactly shocked by the revelation. Actually, she's relieved—he was always a little distant—and she plots to end their floundering relationship while on a trip to the Women's March in DC. But this is only the first in a series of bizarre twists that expose a world whose truths are shaped by online lies. Suddenly left with no reason to stay in New York and increasingly alienated from her friends and colleagues, our unnamed narrator flees to Berlin, embarking on her own cycles of manipulation in the deceptive spaces of her daily life, from dating apps to expat meetups, open-plan offices to bureaucratic waiting rooms. She begins to think she can't trust anyone—shouldn't the feeling be mutual? Narrated with seductive confidence and subversive wit, *Fake Accounts* challenges the way current conversations about the self and community, delusions and gaslighting, and fiction and reality play out in the internet age.

Lead with a Story

Frankissstein

The Secrets of Story

A No-Holds-Barred Guide to What It Really Takes to Get Published

Story Or Die

A Novel

Harnessing the Underlying Forces of Storytelling

This collection looks at the post-network television industry's heady experiments with new forms of interactive storytelling—or wired TV—that took place from 2005 to 2010 as the networks responded to the introduction of broadband into the majority of homes and the proliferation of popular, participatory Web 2.0 companies like Facebook, YouTube, and Twitter. Contributors address a wide range of issues, from the networks' sporadic efforts to engage fans using transmedia storytelling to the production inefficiencies that continue to dog network television to the impact of multimedia convergence and multinational, corporate conglomeration on entrepreneurial creativity. With essays from such top scholars as Henry Jenkins, John T. Caldwell, and Jonathan Gray and from new and exciting voices emerging in this field, *Wired TV* elucidates the myriad new digital threats and the equal number of digital opportunities that have become part and parcel of today's post-network era. Readers will quickly recognize the familiar television franchises on which the contributors focus—including *Lost*, *The Office*, *Entourage*, *Battlestar Gallactica*, *The L Word*, and *Heroes*—in order to reveal their impact on an industry in transition. While it is not easy for vast bureaucracies to change course, executives from key network divisions engaged in an unprecedented period of innovation and collaboration with four important groups: members of the Hollywood creative community who wanted to expand television's storytelling worlds and marketing capabilities by incorporating social media; members of the Silicon Valley tech community who were keen to rethink television distribution for the digital era; members of the Madison Avenue advertising community who were eager to rethink ad-supported content; and fans who were enthusiastic and willing to use social media story extensions to proselytize on behalf of a favorite network series. In the aftermath of the lengthy Writers Guild of America strike of 2007/2008, the networks clamped down on such collaborations and began to reclaim control over their operations, locking themselves back into an aging system of interconnected bureaucracies, entrenched hierarchies, and traditional partners from the past. What's next for the future of the television industry? Stay tuned—or at least online. Contributors: Vincent Brook, Will Brooker, John T. Caldwell, M. J. Clarke, Jonathan Gray, Henry Jenkins, Derek Johnson, Robert V. Kozinets, Denise Mann, Katynka Z. Martínez, and Julie Levin Russo

Tor Essentials presents science fiction and fantasy titles of proven merit and lasting value, each volume introduced by an appropriate literary figure. Acclaimed as one of the most original voices in modern literature, a winner of the World Fantasy Award for lifetime achievement, Raphael Aloysius Lafferty (1914–2002) was an American original, a teller of acute, indescribably loopy tall tales whose work has been compared to that of Avram Davidson, Flannery O'Connor, Flann O'Brien, and Gene Wolfe. *The Best of R. A. Lafferty* presents 22 of his best flights of offbeat imagination, ranging from classics like "Nine Hundred Grandmothers" and "The Primary Education of the Cameroi" to his Hugo Award-winning "Eurema's Dam." Introduced by Neil Gaiman, the volume also contains story introductions and afterwords by, among many others, Michael Dirda, Samuel R. Delany, John Scalzi, Connie Willis, Jeff VanderMeer, Kelly Robson, Harlan Ellison, Michael Swanwick, Robert Silverberg, Neil Gaiman, and Patton Oswalt. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

New York Times Bestseller From Neal Stephenson—who coined the term "metaverse" in his 1992 novel *Snow Crash*—comes a sweeping, prescient new thriller that transports readers to a near-future world in which the greenhouse effect has inexorably resulted in a whirling-dervish troposphere of superstorms, rising sea levels, global flooding, merciless heat waves, and virulent, deadly pandemics. "Stephenson is one of speculative fiction's most meticulous

architects. . . . Termination Shock manages to pull off a rare trick, at once wildly imaginative and grounded." – New York Times Book Review One man-visionary billionaire restaurant chain magnate T. R. Schmidt, Ph.D.–has a Big Idea for reversing global warming, a master plan perhaps best described as "elemental." But will it work? And just as important, what are the consequences for the planet and all of humanity should it be applied? Ranging from the Texas heartland to the Dutch royal palace in the Hague, from the snow-capped peaks of the Himalayas to the sunbaked Chihuahuan Desert, Termination Shock brings together a disparate group of characters from different cultures and continents who grapple with the real-life repercussions of global warming. Ultimately, it asks the question: Might the cure be worse than the disease? Epic in scope while heartbreakingly human in perspective, Termination Shock sounds a clarion alarm, ponders potential solutions and dire risks, and wraps it all together in an exhilarating, witty, mind-expanding speculative adventure.

Like Stephen Krashen's important work in *The Power of Reading*, *Story Proof* collects and analyzes the research that validates the importance of story, story reading, and storytelling to the brain development and education of children and adults. Accomplished researcher and storyteller Kendall Haven, establishes the need for understanding the research findings in neural psychology and brain development and the value of a common definition of story if one is to fully grasp the importance and necessity of story to the development of the human mind. To support his case, he reviews a wealth of research from storytellers, teachers, and others who have experienced the power of story firsthand. The author has collected anecdotal experiences from over 100 performing storytellers and from 1,800 story practitioners (mostly teachers) who have made extensive use of stories. He has read more than 150 qualitative and quantitative research studies that discuss the effectiveness of stories and/or storytelling for one or more specific applications (education, organizational management, knowledge management, medical and narrative therapy, etc.). Forty of these studies were literature reviews and comparative studies including analysis of over 1,000 studies and descriptive articles. He has also gathered research evidence from his own story performances for total audiences of over 4 million and from conducting story writing workshops with 200,000 students and 40,000 teachers.

Creating Stand-Out Brands Through the Power of Story

Wired to Create

Write Great Fiction - Description & Setting

Help! For Writers

21: Bringing Down the House - Movie Tie-In

On Writing

Innovative Tools for Perfecting Your Fiction and Captivating Readers

LONGLISTED FOR THE BOOKER PRIZE. From New York Times bestselling author Jeanette Winterson comes her most anticipated book since *Why Be Happy When You Could Be Normal?* about the bodies we live in and the bodies we desire. Since her astonishing debut at twenty-five with *Oranges Are Not the Only Fruit*, Jeanette Winterson has achieved worldwide critical and commercial success as "one of the most daring and inventive writers of our time" (Elle). Her new novel, *Frankissstein*, is an audacious love story that weaves disparate lives into an exploration of transhumanism, artificial intelligence, and queer love. Lake Geneva, 1816. Nineteen-year-old Mary Shelley is inspired to write a story about a scientist who creates a new life-form. In Brexit Britain, 2019, a young transgender doctor called Ry is falling in love with Victor Stein, a celebrated professor leading the public debate around AI and carrying out some experiments of his own in a vast underground network of tunnels. Meanwhile, Ron Lord, just divorced and living with his mum, is set to make his fortune launching a new generation of sex dolls for lonely men everywhere. Across the Atlantic, in Phoenix, Arizona, a cryogenics facility houses dozens of bodies of men and women who are medically and legally dead...but waiting to return to life. What will happen when homo sapiens is no longer the smartest being on the planet? In fiercely intelligent prose, Jeanette Winterson shows us how much closer we are to that future than we realize. Funny and furious, bold and clear-sighted, *Frankissstein* is a love story about life itself.

The director of the Climate Outreach and Information Network explores the psychological mechanism that enables people to ignore the dangers of climate change, using sidebars, cartoons and engaging stories from his years of research to reveal how humans are wired to primarily respond to visible threats.

Wired magazine's top editors have weighed thousands of new terms, phrases, idioms, and usages of the language since the advent of the global village. *Elements of Style* is no longer sufficient as a guide to English usage--Wired America needs *Wired Style*.

Michael Buchanan will need every bit of his extensive skill set when he appoints himself as bodyguard to a woman determined not to need one in this thrilling new novel from #1 New York Times bestselling author Julie Garwood. Grace Isabel MacKenna has a hundred things to do today. Killing someone isn't one of them. It is supposed to be a quick visit to Boston for the Buchanan anniversary party, then on to Scotland to collect an inheritance. She checks into her hotel and then decides to go for a brisk walk. But after getting lost, she ends up with a wounded man stumbling into her arms—and his shooter coming after them both. When she fires back in self-defense, she doesn't expect him to drop dead. After Isabel endures an interrogation by police, she is free to go, thanks to the Buchanans dispatching former Navy SEAL and now

lawyer Michael Buchanan to assist her. Isabel knows she should be grateful for Michael's help, but since she's harbored an extreme dislike for him for years, gratitude is difficult to muster. Michael has appointed himself her de facto guardian, and she's stuck with him despite their constant bickering and sizzling attraction. Even when Isabel goes to Scotland to claim her inheritance, Michael follows her—but he isn't the only thing she can't shake. Mysterious threats against Isabel surface, and before they can deal with their growing feelings for each other, Michael and Isabel must first survive.

The Inside Story of Six M.I.T. Students Who Took Vegas for Millions

Don't Even Think About It

The Science of Storytelling

Unraveling the Mysteries of the Creative Mind

How to Use Brain Science to Engage, Persuade, and Change Minds in Business and in Life

Fake Accounts

StoryBranding

Wired for StoryThe Writer's Guide to Using Brain Science to Hook Readers from the Very First SentenceRandom House Digital, Inc.

Is it possible to make sense of something as elusive as creativity? Based on psychologist Scott Barry Kaufman's groundbreaking research and Carolyn Gregoire's popular article in the Huffington Post, Wired to Create offers a glimpse inside the "messy minds" of highly creative people. Revealing the latest findings in neuroscience and psychology, along with engaging examples of artists and innovators throughout history, the book shines a light on the practices and habits of mind that promote creative thinking. Kaufman and Gregoire untangle a series of paradoxes—like mindfulness and daydreaming, seriousness and play, openness and sensitivity, and solitude and collaboration – to show that it is by embracing our own contradictions that we are able to tap into our deepest creativity. Each chapter explores one of the ten attributes and habits of highly creative people: Imaginative Play * Passion * Daydreaming * Solitude * Intuition * Openness to Experience * Mindfulness * Sensitivity * Turn Obstacles into Advantage * Thinking Differently With insights from the work and lives of Pablo Picasso, Frida Kahlo, Marcel Proust, David Foster Wallace, Thomas Edison, Josephine Baker, John Lennon, Michael Jackson, musician Thom Yorke, chess champion Josh Waitzkin, video-game designer Shigeru Miyamoto, and many other creative luminaries, Wired to Create helps us better understand creativity – shows us how to enrich this essential aspect of our lives.

Storytelling has come of age in the business world. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated "corporate storytellers." 3M banned bullet points years ago and replaced them with a process of writing "strategic narratives." Procter Gamble hired Hollywood directors to teach its executives storytelling techniques. Stanford business schools have even added storytelling courses to their management curriculum. The reason for this is simple: Stories have the ability to engage an audience the way logic and business alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success. Lead with a Story contains both ready-to-use stories and how-to guidance for readers looking to craft their own. Designed for a wide variety of business challenges, the book's narrative can help: * Define culture and values * Engender creativity and innovation * Foster collaboration and build relationships * Provide coaching and feedback * Lead change * And more Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for success. Complete with examples from companies like Kellogg's, Merrill-Lynch, Procter Gamble, Hertz, Car Rental, Wal-Mart, Pizza Hut, and more, this practical resource gives readers the guidance they need to deliver stories to stunning effect.

A writing guide that examines how to use cognitive storytelling strategies to build a scene-by-scene blueprint for a story.

Wired Ghost

Simple Ideas on Presentation Design and Delivery

The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence

How Stories Make Us Human

Story Physics

Writing to Be Understood

Author In Progress

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

Build a Believable World *How essential is setting to a story? How much description is too much? In what ways do details and setting tie into plot and character development? How can you use setting and description to add depth to your story? You can find all the answers you need in Write Great Fiction: Description & Setting by author and instructor Ron Rozelle. This nuts-and-bolts guide - complete with practical exercises at the end of each chapter -*

gives you all the tips and techniques you need to: • Establish a realistic sense of time and place • Use description and setting to drive your story • Craft effective description and setting for different genres • Skillfully master showing vs. telling With dozens of excerpts from some of today's most popular writers, Write Great Fiction: Description & Setting gives you all the information you need to create a sharp and believable world of people, places, events, and actions.

“A practical, heartfelt manual for anyone who needs to change minds and actions. Lisa Cron shares the art of practical empathy with leaders who care enough to make a difference.”—Seth Godin, author of The Practice A step-by-step guide to using the brain’s hardwired need for story to achieve any goal, from the author of Wired for Story Whether you’re pitching a product, saving the planet, or convincing your kids not to text and drive, story isn’t just one way to persuade. It’s the way. It’s built into the architecture of the brain, and has been since early humans gathered around the camp fire, trying to figure out how to outsmart the lion next door. In Story or Die, story coach Lisa Cron sets out to decode the power of story, first by examining how the brain processes information, translates it into narrative, and then guards it as if your life depends on it. Armed with that insight, she focuses on how to find your real target audience and then pinpoint their hidden resistance. Finally, she takes you, step-by-step, through the creation of your own story, one that allows your audience to overcome their resistance and take up your call to action, not because you told them to, but because they want to. That is the power of story. Use it wisely.

Explores the latest beliefs about why people tell stories and what stories reveal about human nature, offering insights into such related topics as universal themes and what it means to have a storytelling brain.

The Science Behind the Startling Power of Story

Livewired

The Robotics Revolution and Conflict in the 21st Century

A Writer's Guide to Fiction

Raising an Exceptional Child in a Conventional World

The Shallows: What the Internet Is Doing to Our Brains

Following on the heels of Lisa Cron's breakout first book, *Wired for Story*, this writing guide reveals how to use cognitive storytelling strategies to build a scene-by-scene blueprint for a riveting story. It's every novelist's greatest fear: pouring their blood, sweat, and tears into writing hundreds of pages only to realize that their story has no sense of urgency, no internal logic, and so is a page one rewrite. The prevailing wisdom in the writing community is that there are just two ways around this problem: pantsing (winging it) and plotting (focusing on the external plot). Story coach Lisa Cron has spent her career discovering why these methods don't work and coming up with a powerful alternative, based on the science behind what our brains are wired to crave in every story we read (and it's not what you think). In *Story Genius* Cron takes you, step-by-step, through the creation of a novel from the first glimmer of an idea, to a complete multilayered blueprint—including fully realized scenes—that evolves into a first draft with the authority, richness, and command of a riveting sixth or seventh draft.

This guide reveals how writers can utilize cognitive storytelling strategies to craft stories that ignite readers' brains and captivate them through each plot element. Imagine knowing what the brain craves from every tale it encounters, what fuels the success of any great story, and what keeps readers transfixed. *Wired for Story* reveals these cognitive secrets—and it's a game-changer for anyone who has ever set pen to paper. The vast majority of writing advice focuses on “writing well” as if it were the same as telling a great story. This is exactly where many aspiring writers fail—they strive for beautiful metaphors, authentic dialogue, and interesting characters, losing sight of the one thing that every engaging story must do: ignite the brain's hardwired desire to learn what happens next. When writers tap into the evolutionary purpose of story and electrify our curiosity, it triggers a delicious dopamine rush that tells us to pay attention. Without it, even the most perfect prose won't hold anyone's interest. Backed by recent breakthroughs in neuroscience as well as examples from novels, screenplays, and short stories, *Wired for Story* offers a revolutionary look at story as the brain experiences it. Each chapter zeroes in on an aspect of the brain, its corresponding revelation about story, and the way to apply it to your storytelling right now.

The compelling, groundbreaking guide to creative writing that reveals how the brain responds to storytelling Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs. Storytelling is an essential part of what makes us human. So, how do master storytellers compel us? In *The Science of Storytelling*, award-winning writer and acclaimed teacher of creative writing Will Storr applies dazzling psychological research and cutting-edge neuroscience to our myths and archetypes to show how we can write better stories, revealing, among other things, how storytellers—and also our brains—create worlds by being attuned to moments of unexpected change. Will Storr's superbly chosen examples range from Harry Potter to Jane Austen to Alice Walker, Greek drama to Russian

novels to Native American folk tales, King Lear to Breaking Bad to children's stories. With sections such as "The Dramatic Question," "Creating a World," and "Plot, Endings, and Meaning," as well as a practical, step-by-step appendix dedicated to "The Sacred Flaw Approach," The Science of Storytelling reveals just what makes stories work, placing it alongside such creative writing classics as John Yorke's Into the Woods: A Five-Act Journey into Story and Lajos Egri's The Art of Dramatic Writing. Enlightening and empowering, The Science of Storytelling is destined to become an invaluable resource for writers of all stripes, whether novelist, screenwriter, playwright, or writer of creative or traditional nonfiction.

"[Singer's] enthusiasm becomes infectious . . . Wired for War is a book of its time: this is strategy for the Facebook generation." —Foreign Affairs "An engrossing picture of a new class of weapon that may revolutionize future wars. . ." —Kirkus Reviews P. W. Singer explores the greatest revolution in military affairs since the atom bomb: the dawn of robotic warfare We are on the cusp of a massive shift in military technology that threatens to make real the stuff of I, Robot and The Terminator. Blending historical evidence with interviews of an amazing cast of characters, Singer shows how technology is changing not just how wars are fought, but also the politics, economics, laws, and the ethics that surround war itself. Travelling from the battlefields of Iraq and Afghanistan to modern-day "skunk works" in the midst of suburbia, Wired for War will tantalise a wide readership, from military buffs to policy wonks to gearheads.

Conscience: The Origins of Moral Intuition

What Works and Why

Presentation Zen

Wired for Story

Why Stories Make Us Human and How to Tell Them Better

210 Solutions to the Problems Every Writer Faces

Laboring Over an Interactive Future

Have you ever wondered what makes your favorite nonfiction books so compelling, understandable, or enjoyable to read? They connect with you, as a reader. This book will help you recognize and apply the methods of your favorite writers to your own work. Writing To Be Understood is the thinking writer's guide to effective nonfiction writing techniques, such as: - Using analogies effectively to illustrate unseen concepts - Appealing to the reader's innate curiosity - Balancing humility with credibility For each topic, the book combines insights from cognitive science with advice from writers and expert practitioners in fields of psychology, technology, economics, medicine, policy, and more. Whether you're an expert trying to communicate with a mainstream audience or a nonfiction writer hoping to reach more people, Writing to be Understood will help you expand the impact of your words. Gold medal winner, 2019 Independent Publisher Book Awards

How do we determine right from wrong? Conscience illuminates the answer through science and philosophy. In her brilliant work Touching a Nerve, Patricia S. Churchland, the distinguished founder of neurophilosophy, drew from scientific research on the brain to understand its philosophical and ethical implications for identity, consciousness, free will, and memory. In Conscience, she explores how moral systems arise from our physical selves in combination with environmental demands. All social groups have ideals for behavior, even though ethics vary among different cultures and among individuals within each culture. In trying to understand why, Churchland brings together an understanding of the influences of nature and nurture. She looks to evolution to elucidate how, from birth, our brains are configured to form bonds, to cooperate, and to care. She shows how children grow up in society to learn, through repetition and rewards, the norms, values, and behavior that their parents embrace. Conscience delves into scientific studies, particularly the fascinating work on twins, to deepen our understanding of whether people have a predisposition to embrace specific ethical stands. Research on psychopaths illuminates the knowledge about those who abide by no moral system and the explanations science gives for these disturbing individuals. Churchland then turns to philosophy—that of Socrates, Aquinas, and contemporary thinkers like Owen Flanagan—to explore why morality is central to all societies, how it is transmitted through the generations, and why different cultures live by different morals. Her unparalleled ability to join ideas rarely put into dialogue brings light to a subject that speaks to the meaning of being human.

"A step-by-step guide to using the brain's hardwired desire for story to achieve any goal, whether it's successfully pitching a product, saving the planet, or convincing your kids not to text and drive, from the author of Wired for Story"--

Until this book was written, the phrase "brands are stories" was merely a marketing cliché. Having delved into how stories influence our behavior, however, the author asserts that the association between stories and brands deserves far more than that stock phrase. Among the many books about branding directed toward marketing and advertising practitioners and students, none is like StoryBranding. Modeled after the way stories work, this book provides a unique planning process for creating authentic brand identities. It also reveals a number of concealed traps that other branding approaches often overlook. Drawing on the persuasive power of stories, the author argues that a great deal of wasted effort is put into creating advertising messages that do too much "telling" and too little "showing." To help brands resonate with their audiences, the author takes you step-by-step through StoryBranding's six C's—a process that shows how to approach the development of all brand communications the way story writers approach their characters, plots, and themes. He includes sample "Story Briefs" and "I AM" statements that help brands achieve a greater degree of authenticity than traditional creative or

brand briefs have.

Grace Under Fire

The Best of R. A. Lafferty

The Storytelling Animal

Why Our Brains Are Wired to Ignore Climate Change

Story or Die

Wanted and Wired

Tower of Babylon

Recounts the story of how a notorious gang of MIT blackjack savants devised and received backing for a system for winning at the world's most sophisticated casinos, an endeavor that earned them more than three million dollars. Originally published as *Bringing Down the House*. Reissue. (A Columbia Pictures film, written by Peter Steinfeld & Allan Loeb, directed by Robert Luketic, releasing March 2008, starring Kevin Spacey, Kate Bosworth, Laurence Fishburne, Jim Sturgess, & others) (Current Affairs)

Today millions of kids are stuck in a world that doesn't respect, support, or embrace who they really are—these are what Deborah Reber is calling the “differently wired” kids, the one in five children with ADHD, dyslexia, Asperger's, giftedness, anxiety, sensory processing disorder, and other neurodifferences. Their challenges are many. But for the parents who love them, the challenges are just as hard—struggling to find the right school, the right therapist, the right parenting group while feeling isolated and harboring endless internal doubts about what's normal, what's not, and how to handle it all. But now there's hope. Written by Deborah Reber, a bestselling author and mother in the midst of an eye-opening journey with her son who is twice exceptional (he has ADHD, Asperger's, and is highly gifted), *Differently Wired* is a how-to, a manifesto, a book of wise advice, and the best kind of been-there, done-that companion. On the one hand it's a book of saying NO, and how it's time to say no to trying to fit your round-peg kid into society's square holes, no to educational and social systems that don't respect your child, no to the anxiety and fear that keep parents stuck. And then it's a book of YES. By offering 18 paradigm shifts—what she calls “tilts”—Reber shows how to change everything. How to “Get Out of Isolation and Connect.” “Stop Fighting Who Your Child Is and Lean In.” “Let Go of What Others Think.” “Create a World Where Your Child Can Feel Secure.” “Find Your People (and Ditch the Rest).” “Help Your Kids Embrace Self-Discovery.” And through these alternative ways of being, discover how to stay open, pay attention, and become an exceptional parent to your exceptional child.

Learn how to make your story soar! In the physical world, gravity, force, and other elements of physics govern your abilities and can be utilized to enhance your every movement. In the world of writing, story physics can be harnessed in much the same way to make your novel or screenplay the best it can be. In *Story Physics*, best-selling author Larry Brooks introduces you to six key literary forces that, when leveraged in just the right way, enable you to craft a story that's primed for success--and publication. Inside *Story Physics*, you'll learn how to: • Understand and harness the six storytelling forces that are constantly at work in your fiction. • Transform your story idea into a dramatically compelling concept. • Optimize the choices you make in terms of character, conflict, subplot, subtext, and more to render the best possible outcome. These literary forces will elevate your story above the competition and help you avoid the rejection pile. With *Story Physics*, you won't just give your story wings--you'll teach it how to fly. "Larry Brooks speaks my kind of language about story. Any writer, even those trucking in the world of nonfiction, will benefit from going deeper into the physics of storytelling as Brooks explains in these pages." - James Scott Bell, best-selling author of *Plot & Structure* "Larry Brooks has done it again! If you liked *Story Engineering*, I suspect you're going to love *Story Physics*, which dives even deeper into the essence of story. *Story Physics* is an essential addition to every novelist's bookshelf." - Randy Ingermanson, author of *Writing Fiction for Dummies*

"Raw. Smart. Quick-witted. Mouthwatering. Just a few adjectives that describe this exquisite tale. Do not let this unforgettable story, or its incredible cast of characters, slip by you." -DARYNDA JONES, New York Times bestselling author *A rip-roarin' new snarky, sexy sci-fi paranormal romance series with the perfect balance of humor, heat, and heart. Now that Texas has seceded and the world is spiraling into chaos, good guys come in unlikely packages and love sprouts in the most inconvenient places... Rogue scientist • technologically enhanced • deliciously attractive Heron Farad should be dead. But technology has made him the man he*

is today. Now he heads a crew of uniquely skilled outsiders who fight to salvage what's left of humanity: art, artifacts, books, ideas-sometimes even people. People like Mari Vallejo. Gun for hire • Texan rebel • always hits her mark Mari has been lusting after her mysterious handler for months. But when a by-the-book hit goes horribly sideways, she and Heron land on the universal most wanted list. Someone set them up. Desperate and on the run, they must trust each other to survive, while hiding devastating secrets. As their explosive chemistry heats up, it's the perfect storm... More praise: "Wanted and Wired delivers a high-octane adventure with riveting twists and turns, fresh yet gritty characters, and miles of sci-fi sizzle. I loved it!"-Amanda Bouchet, award-winning author of A Promise of Fire

A Love Story

How to Use Brain Science to Go Beyond Outlining and Write a Riveting Novel (before You Waste Three Years Writing 327 Pages that Go Nowhere)

Principles of English Usage in the Digital Age

33 Ways Not to Screw Up Your Business Emails

Wired Style

Story Genius

The Inside Story of the Ever-Changing Brain

You've just boarded a plane. You've loaded your phone with your favorite podcasts, but before you can pop in your earbuds, disaster strikes: The guy in the next seat starts telling you all about something crazy that happened to him--in great detail. This is the unwelcome storyteller, trying to convince a reluctant audience to care about his story. We all hate that guy, right? But when you tell a story (any kind of story: a novel, a memoir, a screenplay, a stage play, a comic, or even a cover letter), you become the unwelcome storyteller. So how can you write a story that audiences will embrace? The answer is simple: Remember what it feels like to be that jaded audience. Tell the story that would win you over, even if you didn't want to hear it. The Secrets of Story provides comprehensive, audience-focused strategies for becoming a master storyteller. Armed with the Ultimate Story Checklist, you can improve every aspect of your fiction writing with incisive questions like these: • Concept: Is the one-sentence description of your story uniquely appealing? • Character: Can your audience identify with your hero? • Structure and Plot: Is your story ruled by human nature? • Scene Work: Does each scene advance the plot and reveal character through emotional reactions? • Dialogue: Is your characters' dialogue infused with distinct personality traits and speech patterns based on their lives and backgrounds? • Tone: Are you subtly setting, resetting, and upsetting expectations? • Theme: Are you using multiple ironies throughout the story to create meaning? To succeed in the world of fiction and film, you have to work on every aspect of your craft and satisfy your audience. Do both--and so much more--with The Secrets of Story.

Paradise is drowning in lava. What would you do to survive during a volcanic eruption? Security specialists Sophie and Jake take a job to rescue a teen girl shackled up with a dangerous meth cooker on the Big Island, and their wilderness destination turns out to be in the path of the biggest eruption Hawaii has seen in decades. Soon, they're embroiled in a natural disaster too hot for anyone to handle. Trapped underground in a lava tube, engulfed by darkness and heat, they struggle to outrun a deadly force that consumes everything in its path. "I rapidly devour each book in this series as soon as they're released. Neal's writing immerses you into the story, with multi-faceted characters that you'll be interested in and care about. Cannot put them down!" – Reviewer

"This guide reveals how writers can take advantage of the brain's hard-wired responses to story to captivate their readers' minds through each plot element"--Provided by publisher.

A Vintage Shorts "Short Story Month" Selection Together with a crew of other miners and cart-pullers, Hillalum is recruited to climb the Tower of Babylon and unearth what lies beyond the vault of heaven. During his journey, Hillalum discovers entire civilizations of tower-dwellers on the tower--there are those who live inside the mists of clouds, those who raise their vegetables above the sun, and those who have spent their lives under the oppressive weight of an endless, white stratum at the top of the universe. "Tower of Babylon" is a rare gem--a winner of the prestigious Nebula award, the first story Ted Chiang ever published, and the brilliant opening piece to Chiang's much-lauded first collection, Stories of Your Life and Others, which is soon to be a major motion picture starring Amy Adams. An ebook short.

Wired TV

A Guide to Crafting Business Narratives that Captivate, Convince, and Inspire