

Impossible To Ignore: Creating Memorable Content To Influence Decisions

Don't miss Dr. Carmen Simon's revolutionary approach to making a lasting impression: "Impossible to Ignore: Creating Memorable Content to Influence Decisions." Simon uses scientifically proven research to design a step-by-step method to creating the best content to drive the decisions you desire. What Will You Learn from Reading This Book? Why we remember the things we do How much of what we hear and see we actually remember What types of things we are most likely to remember The science behind memory and decision-making How to associate your content with a recurring memory for most A step-by-step plan to get people to convert when you want them to! Book Summary Overview In this book, Carmen Simon explores how writers, artists and business communicators can use memory to create content that is impossible to ignore. She asserts that people act on what they remember, and that ventures become profitable when they learn to influence what their customers recall in the future. According to the author, people act in favor of a business when the business learns to influence their memory by using the right proportion of facts, distinctiveness, familiarity, emotion, sensory intensity, and other variables in its content. The premise of this book is that communication is only effective if the message sticks to the minds of the listeners long enough to influence their choice at the decision point. The author uses the latest developments in brain science to develop an approach that anyone can use to create a presentation, sales pitch, training program or marketing campaign that is easy to understand and hard to forget. Whether you're making a sales pitch or writing a book, "Impossible to Ignore" is the book you need to make your content unforgettable! Click Buy Now with 1-Click to Own Your Copy Today!

They Got It Wrong: History exposes historical fallacies around the globe from the Roman Empire to World War II. There are countless twisted, sanitized tales that have become entrenched in popular belief but are really now more than warped reflections of the truth—or flat out lies. Author Emma Marriot shines a light on these murky corners of history to separate out the facts from shadowy fictions and illuminate how and why these falsehoods got passed around as truths.

Golding's iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new Suggestions for Further Reading by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued. Digital Storytelling shows you how to create immersive, interactive narratives across a multitude of platforms, devices, and media. From age-old storytelling techniques to cutting-edge development processes, this book covers creating stories for all forms of New Media, including transmedia storytelling, video games, mobile apps, and second screen experiences. The way a story is told, a message is delivered, or a narrative is navigated has changed dramatically over the last few years. Stories are told through video games, interactive books, and social media. Stories are told on all sorts of different platforms and

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through all sorts of different devices. They're immersive, letting the user interact with the story and letting the user enter the story and shape it themselves. This book features case studies that cover a great spectrum of platforms and different story genres. It also shows you how to plan processes for developing interactive narratives for all forms of entertainment and non-fiction purposes: education, training, information and promotion. Digital Storytelling features interviews with some of the industry's biggest names, showing you how they build and tell their stories.

How Will You Measure Your Life? (Harvard Business Review Classics)

Lord of the Flies

Designing Interfaces

Win Your Case

60-Minute Brand Strategist

Why Certain Experiences Have Extraordinary Impact

A Financial Times Book of the Month: "An enchanting book about how to question the conventional, challenge the status quo, and unlock the creative solutions right under your nose." --Adam Grant, New York Times bestselling author of *Originals*, *Give and Take*, and *Option B* with Sheryl Sandberg

"Unsafe Thinking delivers an array of fresh insights on creativity, motivation, and staying in 'flow.' Packed with powerful case studies, it will propel you out of your rut and onto a path of better, sharper thinking." -- Daniel H. Pink, author of *When and How to Sell Is Human*

How can you challenge and change yourself when you need it most? We're creatures of habit, programmed by evolution to favor the safe and familiar, especially when the stakes are high. This bias no longer serves us in a world of constant change. In fact, today, safe thinking has become extremely dangerous. Through stories of trailblazers in business, health, education and activism, and leveraging decades of research into creativity and performance, Jonah Sachs reveals a path to higher performance and creativity for anyone ready to step out of their comfort zone. He introduces troublemakers willing to challenge corporate culture like the executive who convinced CVS to drop its multibillion-dollar tobacco business. She now leads the pharmacy giant. Readers will get firsthand accounts of breaking from the status quo from a Nobel prize winning doctor who nearly got himself thrown out medicine, a two-time NBA championship coach who brought joy back to his team by tuning down the focus on competition, a CEO who rebuilt her reputation and life from the ashes from one of the biggest flops in internet history and a Colombian mayor who started an incredibly successful career of political reform by mooning an angry crowd. Unsafe Thinking is full of counter-intuitive insights that will challenge you to rethink how you work. You'll learn: Why your area of deep expertise is often where you'll find your biggest blind spots Why anxiety can be fuel for creativity When to trust intuition and when to challenge it How collaborating only with those that share your values stunts your creativity How to build an organization that embraces intelligent risk. An inspiring and accessible read, Unsafe Thinking has the power to change both the way you

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approach your work and your life.

Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Frank Bascombe has a younger girlfriend and a job as a sportswriter. To many men of his age, thirty-eight, this would be a cause for optimism, yet Frank feels the pull of his inner despair and especially of his recent losses - his preferred career has ended, his wife has divorced him, and a tragic accident took his elder son. In the course of this Easter weekend, Frank will lose all the remnants of his familiar life, though he will emerge heroic with spirits soaring. This is a magnificent novel that propelled Richard Ford into the first rank of American writers.

An unforgettable debut novel about family secrets, falling apart, and coming together. Dublin 1996. Joan Egan lives an enviable life. She and her husband, Martin, and daughter, Carmel, are thriving in Dublin at the dawn of an economic boom. But everything changes when Joan receives a letter from Emma, the daughter who she and Martin gave up for adoption thirty years before, asking for a life-or-death favor. While Joan grapples with the guilt over giving up her baby long ago, she must confront her present as the cracks in her marriage become impossible to ignore and simmering tension with Carmel boils over. Meanwhile, Carmel and Emma must come to terms with the perceived sins of their mother, to imagine a future for their family before it is too late. Spanning the nineties and the sixties, with Dublin as its backdrop, *The Making of Her* is the tender and page-turning story of marriage, motherhood, a culture that would not allow a woman to find true happiness—and her journey to finally claim it.

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

Born a Crime

The Anatomy of Humbug

How to Present, Persuade, and Prevail--Every Place, Every Time

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Unsafe Thinking

"Its relevance lashes you across the face." —Stephen Metcalf, *The Los Angeles Times* • "A redemptive book, one that wills the reader to believe, even in a time of despair." —Roger Lowenstein, *The Washington Post* A haunting tale of human resilience and hope in the face of unrelieved horror, Albert Camus' iconic novel about an epidemic ravaging the people of a North African coastal town is a classic of twentieth-century literature. The townspeople of Oran are in the grip of a deadly plague, which condemns its victims to a swift and horrifying death. Fear, isolation and claustrophobia follow as they are forced into quarantine. Each person responds in their own way to the lethal disease: some resign themselves to fate, some seek blame, and a few, like Dr. Rieux, resist the terror. An immediate triumph when it

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was published in 1947, *The Plague* is in part an allegory of France's suffering under the Nazi occupation, and a timeless story of bravery and determination against the precariousness of human existence.

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

Thompson's creation is one of infinite empathy for those who, for whatever reason, struggle with the exacting movements of the status-quo's rigorously choreographed waltz. His characters are hopelessly out of step. To survive, they improvise their own clumsy, stumbling waltz steps. As they take to the dance floor, they, by most standards, do appear to be quite mad. Captives in their respective universes, they passionately fashion and refashion their imagined places in the "real" world. Unyielding, their defeats are marginalized; their victories, however slight, embolden.

Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian? Charismatic? Or Saint? This book will show you which. Charm, persuasion, the ability to create illusions: these are some of the many dazzling gifts of the Seducer, the compelling figure who is able to manipulate, mislead and give pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In this beautiful, sensually designed book, Greene unearths the two sides of seduction: the characters and the process. Discover who you, or your pursuer, most resembles. Learn, too, the pitfalls of the anti-Seducer. Immerse yourself in the twenty-four manoeuvres and strategies of the seductive process, the ritual by which a seducer gains mastery over their target. Understand how to 'Choose the Right Victim', 'Appear to Be an Object of Desire' and 'Confuse Desire and Reality'. In addition, Greene provides instruction on how to identify victims by type. Each fascinating character and each cunning tactic demonstrates a fundamental truth about who we are, and the targets we've become - or hope to win over. *The Art of Seduction* is an indispensable primer on the essence of one of history's greatest weapons and the ultimate power trip. From the internationally bestselling author of *The 48 Laws of Power*, *Mastery*, and *The 33 Strategies Of War*.

How To Write A Good Advertisement: A Short Course In Copywriting
Abroad

Ask a Manager

The Book Thief

Book Two

Digital Storytelling

In this all-new novel from the author of *After Hours* and *Unbound*, a woman with past finds romance in the last place she'd ever expect... Annie Goodhouse doesn't to be warned about bad boys; good sense and an abusive ex have given her plen

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reasons to play it safe. But when she steps into her new role as outreach librarian at Cousins Correctional Facility, no amount of good sense can keep her mind—or eyes—off inmate Eric Collier. Eric doesn't claim to be innocent of the crime that landed him in prison. In fact, he'd do it again if that's what it took to keep his family safe. Loyalty and love are what he knows. But meeting Annie makes him want to know more. When he begins courting Annie through letters, they embark on a reckless, secret romance—a forbidden fantasy that neither imagines could ever be real...until early parole for Eric changes everything, and forces them both to face a past they can't forget, and a future they can't deny. Praise for Cara McKenna and her novels "Cara McKenna is my go-to author for gritty, hot love stories full of honest emotion."—Victoria Dahl, USA Today bestselling author "McKenna writes dark, lush, erotic romance."—Heroes and Heartbreakers "Sweet, smoking hot, standout erotic romance."—Beth Kery, New York Times bestselling author Before becoming a purveyor of smart erotic romance, Cara McKenna worked as a lousy barista, a decent designer, and an over-enthusiastic customer service handler. She loves writing sexy, character-driven stories about strong-willed men and women who keep each other on their toes...and bring one another to their knees. She now writes full-time and lives north of Boston with her bearded husband. When she's not trapped in her own head, she can usually be found in the kitchen, the coffee shop, or jogging around the nearest duck-filled pond.

Proven customer engagement approaches for winning in the most important moments—driving profitability and growth—customer retention and expansion Industry analysts report that up 70- 80% of business growth comes from existing customers. So, are you still investing mainly in attracting new customers? And, leaving renewals and upsells to chance? Or, worse yet, using a one-size-fits all approach to acquisition as you pursue expansions? The Expansion Sale provides everything you need to seize the competitive edge in the customer-success space. Authors Erik Peterson and Tim Riesterer explain how the buying psychology of existing customers differs from that of new customers and show how to adapt your commercial engagement strategies accordingly. They provide clear, easy-to-apply messaging frameworks for creating and delivering winning conversations in the four must-win commercial moments of customer success: customer renewals, communicating price increases, increasing upsells, and apologizing effectively for service failures.

Want to live your dreams--or even surpass them? Want the world to change for the better? Want to see a miracle? What are we waiting for? Why not be the miracle? This is the challenge Regina Brett sets forth in BE THE MIRACLE. To be a miracle doesn't necessarily mean tackling problems across the globe. It means making a difference by believing change is possible, even in your own living room, cubicle, neighborhood, or family. Through a collection of inspirational essays, Regina shares lessons that we can learn from people who make a difference in the world around them. The lessons come from Regina's own experience and from the lives of others, especially those she has met in her 24 years as a journalist. Each chapter is a lesson that can stand alone, but together they form a handbook for seeing the miracle of change everywhere. With upbeat lessons from "Your Best and Forget the Rest" to "Sometimes It's Enough to Make One Person

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these lessons will help you accept and embrace yourself, challenge and change yourself and better serve others.

Can a priest and a rock star obey love's call? Seventeen years ago, Jasper Hendrix and Nicholas Blumfeld's childhood friendship turned into a secret, blissful love affair. They spent several idyllic months together until Jasper's calling to the Catholic priesthood became impossible to ignore. Left floundering, Nicky followed his own trajectory toward rock stardom, but he never stopped looking back. Today, Jasper pushes boundaries as a gay priest, working hard to help vulnerable LGBTQ youth. He's determined to change the church and the world. Respected, admired, and settled in his skin, Jasper has long ignored his loneliness. As Nico Blue, guitarist and songwriter for the band Vespertine, Nicky owns the hearts of millions. He and his bandmates have toured the world, lighting their fans on fire with their music. Numbed by drugs and fueled by simmering anger, Nicky feels completely alone. When Vespertine is forced to get back to work, Nicky returns home to where it all started. Jasper and Nicky's careers have ruled their lives since they parted as teens. When they come face to face again, they must choose between the past's lingering ghosts or the promise of a new future.

Win Bigly

The Sportswriter

A Novel

The Plague

All the Facts that Turned Out to be Myths

Winning In the No-Spin Era by Someone Who Knows the Game

"Highly entertaining." —Adam Gopnik, *The New Yorker* "Funny, curious, erudite, and full of useful details about ancient techniques of training memory." —*The Boston Globe* The blockbuster phenomenon that charts an amazing journey of the mind while revolutionizing our concept of memory An instant bestseller that is poised to become a classic, *Moonwalking with Einstein* recounts Joshua Foer's yearlong quest to improve his memory under the tutelage of top "mental athletes." He draws on cutting-edge research, a surprising cultural history of remembering, and venerable tricks of the mentalist's trade to transform our understanding of human memory. From the United States Memory Championship to deep within the author's own mind, this is an electrifying work of journalism that reminds us that, in every way that matters, we are the sum of our memories.

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore?using the latest in brain science Audiences forget up to 90% of what you communicate. How can your employees and customers decide to act on your message if they only remember a tenth of it? How do you know which tenth they'll remember? How will you stay on their minds long enough to spark the action you need? Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory—and impact their decisions. Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right

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amount of content. No more redundant meetings, rambling e-mails, or anemic presentations. In *Impossible to Ignore*, she shows you how to execute a proven three-step plan for persuasion: 1. Create cues that attract attention and connect with your audience's needs 2. Use memory-influencing variables to control what your audience remembers 3. Turn today's intentions into tomorrow's actions This practical guide is filled with case studies, examples, and a checklist to help you put the power of cognitive science to work for your business. Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people's hearts, stays in their heads, and influences their decisions. It's not just memorable—it's *Impossible to Ignore*.

In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

How does advertising work? Does it have to attract conscious attention in order to transmit a 'Unique Selling Proposition'? Or does it insinuate emotional associations into the subconscious mind? Or is it just about being famous... or maybe something else again?

Patterns for Effective Interaction Design

The Straitjacket Waltz

The Art Of Seduction

Moonwalking with Einstein

The Essential Brand Book for Marketing Professionals

The Crowd

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “ we feel most comfortable when things are certain, but we feel most alive when

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they ' re not. ” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world ' s youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? The Power of Moments shows us how to be the author of richer experiences. "From the creator of Dilbert, an unflinching look at the strategies Donald Trump used to persuade voters to elect the most unconventional candidate in the history of the presidency, and how anyone can learn his methods for succeeding against long odds."--Amazon

Torie Clarke, renowned and respected in political and business circles as one of the nation's most gifted communicators, offers a complete guide to the new age of transparency. Clarke's message is refreshing and straightforward: No more spin. Always a dubious proposition, spin has become increasingly vulnerable as information sources have proliferated; spin is simply no longer viable. Or put another way, "You can put lipstick on a pig, but it's still a pig." Distilling her twenty-five years of experience and wisdom into eight concise rules, Clarke counsels that politicians and executives need to tell the truth early, often, and in plain language. Clarke's experience is incomparable: She was the Pentagon's communications chief during the early years of George W. Bush's presidency and, prior to that, a high-ranking adviser to the first President Bush and to Senator John McCain. She illustrates her lessons with riveting behind-the-scenes accounts of some of our country's crucial moments over the last two decades -- for instance, as Assistant Secretary of Defense for Public Affairs under Defense Secretary Donald Rumsfeld, she was at the Pentagon on September 11, 2001, and she recounts her experience that day as Rumsfeld's office strove to inform, instruct, and reassure the public. Clarke shows that a policy of transparency not only protects you, but that you even stand to gain from it -- because once you figure out that you can't put lipstick on a pig, you've actually learned something far more powerful: not to create a pig in the first place. Her lessons for getting your message out include: Tell your own story -- especially if it's bad news -- on your own terms, before someone else tells it on theirs. It will allow you to survive controversy and will also enhance your reputation. It's about one thing. Be ready and able to explain yourself to the proverbial man on the street in a clear, simple sentence or two. Admit your mistakes, because the truth will out. Entertaining, approachable, and full of crucial insight and practical guidance, Lipstick on a Pig will be indispensable for business leaders, public figures, and anyone working in media relations. With humor and savvy, Clarke's vision offers truly new opportunities for communications in the Information Age.

The epic adventures Evelyn creates over the course of a lifetime will leave every reader mesmerized. This wildly addictive journey of a reclusive Hollywood starlet and her tumultuous Tinseltown journey comes with unexpected twists and the most satisfying of drama.

A creator's guide to interactive entertainment

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Storytelling

Creating Memorable Content to Influence Decisions : [Summary].

A Study of the Popular Mind

The Seven Husbands of Evelyn Hugo

Win more deals with the perfect sales story! “Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve.” —Karen Quintos, CMO and SVP, Dell Inc. “The concepts outlined in this book are critical skills to building a world-class presales organization.” —Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP “Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We’ve never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm.” —Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company “The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!” —Ken Powell, Vice President, Worldwide Sales Enablement, ADP “The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool.” —Aron Ain, CEO, Kronos About the Book: In today’s highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition—or you will lose out. And the way to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story—the one in which they are the heroes and they achieve success. Erik Peterson and Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in Conversations That Win the Complex Sale. Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals. With Conversations That Win the Complex Sale, you’ll learn how to: Differentiate yourself from the competition by finding your “Value Wedge” Avoid parity in your value propositions by creating “Power Positions” Create a message that can

literally double the number of deals you close Spike customer attention and create “Wow” in your conversations Prove all your claims without resorting to lists of boring facts and statistics Your competitors are out there telling their own corporate story—a story customers don’t want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging their would-be customers. Conversations That Win the Complex Sale helps you create and deliver messages that customers care about, giving your brand the clear edge in today’s crowded markets.

*“An intense snapshot of the chain reaction caused by pulling a trigger.”
—Booklist (starred review) “Astonishing.” —Kirkus Reviews (starred review) “A tour de force.” —Publishers Weekly (starred review) A Newbery Honor Book A Coretta Scott King Honor Book A Printz Honor Book A Time Best YA Book of All Time (2021) A Los Angeles Times Book Prize Winner for Young Adult Literature Longlisted for the National Book Award for Young People’s Literature Winner of the Walter Dean Myers Award An Edgar Award Winner for Best Young Adult Fiction Parents’ Choice Gold Award Winner An Entertainment Weekly Best YA Book of 2017 A Vulture Best YA Book of 2017 A BuzzFeed Best YA Book of 2017 An ode to Put the Damn Guns Down, this is New York Times bestselling author Jason Reynolds’s electrifying novel that takes place in sixty potent seconds—the time it takes a kid to decide whether or not he’s going to murder the guy who killed his brother. A cannon. A strap. A piece. A biscuit. A burner. A heater. A chopper. A gat. A hammer A tool for RULE Or, you can call it a gun. That’s what fifteen-year-old Will has shoved in the back waistband of his jeans. See, his brother Shawn was just murdered. And Will knows the rules. No crying. No snitching. Revenge. That’s where Will’s now heading, with that gun shoved in the back waistband of his jeans, the gun that was his brother’s gun. He gets on the elevator, seventh floor, stoked. He knows who he’s after. Or does he? As the elevator stops on the sixth floor, on comes Buck. Buck, Will finds out, is who gave Shawn the gun before Will took the gun. Buck tells Will to check that the gun is even loaded. And that’s when Will sees that one bullet is missing. And the only one who could have fired Shawn’s gun was Shawn. Huh. Will didn’t know that Shawn had ever actually USED his gun. Bigger huh. BUCK IS DEAD. But Buck’s in the elevator? Just as Will’s trying to think this through, the door to the next floor opens. A teenage girl gets on, waves away the smoke from Dead Buck’s cigarette. Will doesn’t know her, but she knew him. Knew. When they were eight. And stray bullets had cut through the playground, and Will had tried to cover her, but she was hit anyway, and so what she wants to know, on that fifth floor elevator stop, is, what if Will, Will with the gun shoved in the back waistband of his jeans, MISSES. And so it goes, the whole long way down, as the elevator stops on each floor, and at each stop*

someone connected to his brother gets on to give Will a piece to a bigger story than the one he thinks he knows. A story that might never know an END...if Will gets off that elevator. Told in short, fierce staccato narrative verse, Long Way Down is a fast and furious, dazzlingly brilliant look at teenage gun violence, as could only be told by Jason Reynolds.

From renowned trial attorney and New York Times bestselling author Gerry Spence: a must own book for every lawyer and business professional seeking to make cutting-edge winning presentations--in court, at work, everywhere, any time. Gerry Spence is perhaps America's most renowned and successful trial lawyer, a man known for his deep convictions and his powerful courtroom presentations when he argues on behalf of ordinary people. Frequently pitted against teams of lawyers thrown against him by major corporate or government interests, he has never lost a criminal case and has not lost a civil jury trial since 1969. In Win Your Case, Spence shares a lifetime of experience teaching you how to win in any arena--the courtroom, the boardroom, the sales call, the salary review, the town council meeting--every venue where a case is to be made against adversaries who oppose the justice you seek. Relying on the successful courtroom methods he has developed over more than half a century, Spence shows both lawyers and laypersons how you can win your cases as he takes you step by step through the elements of a trial--from jury selection, the opening statement, the presentation of witnesses, their cross-examinations, and finally to the closing argument itself. Spence teaches you how to prepare yourselves for these wars. Then he leads you through the new, cutting-edge methods he uses in discovering the story in which you form the evidence into a compelling narrative, discover the point of view of the decision maker, anticipate and answer the counterarguments, and finally conclude the case with a winning final argument. To make a winning presentation, you are taught to prepare the power-person (the jury, the judge, the boss, the customer, the board) to hear your case. You are shown that your emotions, and theirs, are the source of your winning. You learn the power of your own fear, of honesty and caring and, yes, of love. You are instructed on how to role-play through the use of the psychodramatic technique, to both discover and tell the story of the case, and, at last, to pull it all together into the winning final argument. Whether you are presenting your case to a judge, a jury, a boss, a committee, or a customer, Win Your Case is an indispensable guide to success in every walk of life, in and out of the courtroom.

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*

Impossible to Ignore

Summary of Impossible to Ignore

How to Think Differently About Advertising

Be the Miracle

Long Way Down

Stories from a South African Childhood

Praise for 60-Minute Brand Strategist “A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world.” —Angela Ahrendts, CEO, Burberry “Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society.” —Mauro Porcini, Chief Design Officer, PepsiCo Inc. “Idris's book teaches us how to engage today's increasingly cynical consumers on a deeper emotional level to build real equity and leadership. He demonstrates how to break out of the box and connect business

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strategy to brand strategy, and how the right brand story never really ends!" –Blair Christie, SVP and CMO, Cisco Systems, Inc. "It's rare to find a book that's both inspiring and practical but Idris nailed it! He has crafted the ultimate guide to brand building in the connected world with visual clarity and thought-provoking strategy." –Eric Ryan, cofounder, Method Products, Inc. This book is about one thing only: branding. Period. In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. 60-Minute Brand Strategist offers a fast-paced, field-tested view of how branding decisions happen in the context of business strategy, not just in marketing communications. With a combination of perspectives from business strategy, customer experience, and even anthropology, this new and updated edition outlines the challenges traditional branding faces in a hyper-connected world. This essential handbook of brand marketing offers an encyclopedia of do's and don'ts, including new case studies of how these concepts are being used by the world's most successful and valuable brands. 60-Minute Brand Strategist is your battle plan, filled with powerful branding tools and techniques to win your customers' hearts and defeat the competition.

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded – or been victimised by – power.

(From the Playboy interview with Jay-Z, April 2003) **PLAYBOY:** Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? **JAY-Z:** I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In *The 48 Laws of Power*, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

A groundbreaking approach to creating memorable messages that

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are easy to process, hard to forget, and impossible to ignore—using the latest in brain science Audiences forget up to 90 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory. Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides decision-making toward a desired action.

Impossible to Ignore: Creating Memorable Content to Influence Decisions McGraw Hill Professional

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

Branding in Practice

Hard Time

The Power of Moments

Lipstick on a Pig

The Expansion Sale: Four Must-Win Conversations to Keep and Grow Your Customers

The heartwarming and romantic conclusion to the duology celebrated by Teen Vogue as “a nuanced and sexy take on growing up and learning to accept who you are.” Nick Melnikov has finally done it – he’s come out. To himself. To his sister. And to Dex, who listens, hears him, and understands. To Dex, who leads him on a sensual journey and shows him all that they could be, if Nick could only find the courage. It’s one thing to let yourself be open thousands of miles away from your family, but exchange student Nick is uncomfortably aware that his time with Dex is running out. Who will he be when he goes home again? Dex Cartwell is as happy with Nick as he’s ever been, but he can’t ignore the shadow of Nick’s inevitable departure from London, back to his life in Michigan. Is it worth it for Dex to expose his heart to another doomed relationship with a predetermined expiration date? What does Dex really want for the beginning of the next chapter in his life, post-graduation? Dex wants to turn to his best friend in the struggle to find a way forward, but Izzy Jones has her own problems. She’s got one friend in love with her, and when she turns to another for help things get twice as complicated. Izzy never wanted complicated, but life just keeps getting in the way – and sweeping her off her feet. Then Nick’s mom and sister come for a visit, and he is forced to decide between living his truth and protecting himself from fear and change. It’s going to take a lot of courage and a few leaps in the dark if Nick, Dex, and Izzy are to find a way to live and love on their own terms. Provides information on designing easy-to-use interfaces.

The three conversations B2B sale pros must have with customers to control every step of long lead buying cycle The Three Value Conversations provides the tools and methods you need to differentiate you and your solution from the competition, elevate value to the right decision maker, and maximize all sales opportunities across the entire long lead buying cycle. Based on extensive research, the authors’ program enables salespeople to articulate value in three essential conversations with the customer: the Differentiation Conversation (creating value),

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the Justification Conversation (elevating the value to the right level of decision maker), and the Maximization Conversation (capturing that value and maximizing the size of your opportunities).

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

Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals

Vespertine

Persuasion in a World where Facts Don't Matter

50 Lessons for Making the Impossible Possible

The Art and Science of Remembering Everything

They Got It Wrong: History

#1 NEW YORK TIMES BESTSELLER • More than one million copies sold! A “brilliant” (Lupita Nyong’o, Time), “poignant” (Entertainment Weekly), “soul-nourishing” (USA Today) memoir about coming of age during the twilight of apartheid “Noah’s childhood stories are told with all the hilarity and intellect that characterizes his comedy, while illuminating a dark and brutal period in South Africa’s history that must never be forgotten.”—Esquire Winner of the Thurber Prize for American Humor and an NAACP Image Award • Named one of the best books of the year by The New York Time, USA Today, San Francisco Chronicle, NPR, Esquire, Newsday, and Booklist Trevor Noah’s unlikely path from apartheid South Africa to the desk of The Daily Show began with a criminal act: his birth. Trevor was born to a white Swiss father and a black Xhosa mother at a time when such a union was punishable by five years in prison. Living proof of his parents’ indiscretion, Trevor was kept mostly indoors for the earliest years of his life, bound by the extreme and often absurd measures his mother took to hide him from a government that could, at any moment, steal him away. Finally liberated by the end of South Africa’s tyrannical white rule, Trevor and his mother set forth on a grand adventure, living openly and freely and embracing the opportunities won by a centuries-long struggle. Born a Crime is the story of a mischievous young boy who grows into a restless young man as he struggles to find himself in a world where he was never supposed to exist. It is also the story of that young man’s relationship with his fearless, rebellious, and fervently religious mother—his teammate, a woman determined to save her son from the cycle of poverty, violence, and abuse that would

ultimately threaten her own life. The stories collected here are by turns hilarious, dramatic, and deeply affecting. Whether subsisting on caterpillars for dinner during hard times, being thrown from a moving car during an attempted kidnapping, or just trying to survive the life-and-death pitfalls of dating in high school, Trevor illuminates his curious world with an incisive wit and unflinching honesty. His stories weave together to form a moving and searingly funny portrait of a boy making his way through a damaged world in a dangerous time, armed only with a keen sense of humor and a mother's unconventional, unconditional love.

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. **How to Write a Good Advertisement** is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. **How to Write a Good Advertisement** presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. **LEARN HOW TO:** Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders **GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS:** Effective advertisement length...use of color...smart media placement...and much more.

The Three Value Conversations: How to Create, Elevate, and Capture Customer Value at Every Stage of the Long-Lead Sale

The 48 Laws Of Power

How to be Nimble and Bold When You Need It Most

The Making of Her