

Priceless: The Myth Of Fair Value (and How To Take Advantage Of It)

The fantasy of a male creator constructing his perfect woman dates back to the Greek myth of Pygmalion and Galatea. Yet as technology has advanced over the past century, the figure of the lifelike manmade woman has become nearly ubiquitous, popping up in everything from *Bride of Frankenstein* to *Weird Science* to *The Stepford Wives*. Now Julie Wosk takes us on a fascinating tour through this bevy of artificial women, revealing the array of cultural fantasies and fears they embody. *My Fair Ladies* considers how female automatons have been represented as objects of desire in fiction and how "living dolls" have been manufactured as real-world fetish objects. But it also examines the many works in which the "perfect" woman turns out to be artificial—a robot or doll—and thus becomes a source of uncanny horror. Finally, Wosk introduces us to a variety of female artists, writers, and filmmakers—from Cindy Sherman to Shelley Jackson to Zoe Kazan—who have cleverly crafted their own images of simulated women. Anything but dry, *My Fair Ladies* draws upon Wosk's own experiences as a young female *Playboy* copywriter and as a child of the "feminine mystique" era to show how images of the artificial woman have loomed large over real women's lives. Lavishly illustrated with film stills, artwork, and vintage advertisements, this book offers a fresh look at familiar myths about gender, technology, and artistic creation.

Mahmutovi offers a unique view of the Balkan crisis and the history of displacement through the eyes of the most marginal and neglected of war victims.

The power of the commons as a free, fair system of provisioning and governance beyond capitalism, socialism, and other -isms. From co-housing and agroecology to fisheries and open-source everything, people around the world are increasingly turning to 'commoning' to emancipate themselves from a predatory market-state system. *Free, Fair, and Alive* presents a foundational re-thinking of the commons – the self-organized social system that humans have used for millennia to meet their needs. It offers a compelling vision of a future beyond the dead-end binary of capitalism versus socialism that has almost brought the world to its knees. Written by two leading commons activists of our time, this guide is a penetrating cultural critique, table-pounding political treatise, and practical playbook. Highly readable and full of colorful stories, coverage includes: Internal dynamics of commoning How the commons worldview opens up new possibilities for change Role of language in reorienting our perceptions and political strategies Seeing the potential of commoning everywhere. *Free, Fair, and Alive* provides a fresh, non-academic synthesis of contemporary commons written for a popular, activist-minded audience. It presents a compelling narrative: that we can be free and creative people, govern ourselves through fair and accountable institutions, and experience the aliveness of authentic human presence.

From the author of *Are You Smart Enough to Work at Google?*, a fascinating look at how an equation that foretells the future is transforming everything we know about life, business, and the universe. In the 18th century, the British minister and mathematician Thomas Bayes devised a theorem that allowed him to assign probabilities to events that had never happened before. It languished in obscurity for centuries until computers came along and made it easy to crunch the numbers. Now, as the foundation of big data, Bayes' formula has become a linchpin of the digital economy. But here's where things get really interesting: Bayes' theorem can also be used to lay odds on the existence of extraterrestrial intelligence; on whether we live in a Matrix-like counterfeit of reality; on the "many worlds" interpretation of quantum theory being correct; and on the biggest question of all: how long will humanity survive? *The Doomsday Calculation* tells how Silicon Valley's profitable formula became a controversial pivot of contemporary thought. Drawing on interviews with thought leaders around the globe, it's the story of a group of intellectual mavericks who are challenging what we thought we knew about our place in the universe. *The Doomsday Calculation* is compelling reading for anyone interested in our culture and its future.

And Other Speculations About This and That

Impossible

Paradox, Puzzles, and the Frailty of Knowledge

When You Were a Tadpole and I Was a Fish

Priceless

The Myth of Fair Value (and How to Take Advantage of It)

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"My name is Rylee and I am a Tracker." When children go missing, and the Humans have no leads, I'm the one they call. I am their last hope in bringing home the lost ones. I salvage what they cannot. I'm on the FBI's wanted list. I have a werewolf for a pet, a Witch of a best friend, and have no need for anyone else in my life. But when a salvage starts to spin out of control, help comes from a most unexpected direction. One that is dangerously dark, brooding, and doesn't know a thing about the supernatural. One whose kisses set me on fire. Introducing the irresistible, ass-kicking heroine Rylee Adamson, *Priceless* is the first book in USA Today bestselling author Shannon Mayer's sexy, exciting, and laugh-out-loud series, a dangerously addictive paranormal romance.

Subtitle in pre-publication: Curing our healthcare crisis.

For years, Microsoft and other high-tech companies have been posing riddles and logic puzzles like these in their notoriously grueling job interviews. Now "puzzle interviews" have become a hot new trend in hiring. From Wall Street to Silicon Valley, employers are using tough and tricky questions to gauge job candidates' intelligence, imagination, and problem-solving ability -- qualities needed to survive in today's hypercompetitive global marketplace. For the first time, William Poundstone reveals the toughest questions used at Microsoft and other Fortune 500 companies -- and supplies the answers. He traces the rise and controversial fall of employer-mandated IQ tests, the peculiar obsessions of Bill Gates (who plays jigsaw puzzles as a competitive sport), the sadistic mind games of Wall Street (which reportedly led one job seeker to smash a forty-third-story window), and the bizarre excesses of today's hiring managers (who may start off your interview with a box of Legos or a game of virtual Russian roulette). *How Would You Move Mount Fuji?* is an indispensable book for anyone in business. Managers seeking the most talented employees will learn to incorporate puzzle interviews in their search for the top candidates. Job seekers will discover how to tackle even the most brain-busting questions, and gain the advantage that could win the job of a lifetime. And anyone who has ever dreamed of going

up against the best minds in business may discover that these puzzles are simply a lot of fun. Why are beer cans tapered on the end, anyway? The first book to reveal how everyday pricing strategies manipulate us Why do text messages cost money while emails are free? Why do cereal packets keep getting smaller? Why do department stores have a few extortionate goods that no one will buy? Why do so many prices end in 9? In Priceless, bestselling author William Poundstone reveals the hidden psychology of value and explores how we react to the most pervasive persuader of all: price. Charting the burgeoning growth of price-consultants who advise retailers from Nike to Nokia, Poundstone shows how behavioural decision theory has revolutionised the pricing strategies of major corporations. Informed by fascinating behavioural experiments and packed with real-life examples, Priceless explains why prices are so important, and the tricks that companies use to sell their goods. It will prove indispensable to anyone who buys, sells, or negotiates.

Are You Smart Enough to Work at Google?

Curing the Healthcare Crisis

Werewolves

Predictably Irrational, The Upside of Irrationality, and The Honest Truth About Dishonesty

The Little Book of Market Myths

The Complete E-Commerce Book

Female Robots, Androids, and Other Artificial Eves

Fifteen-year-old Ian Daly's moral universe is turned upside down when, at this father's funeral, he discovers that his father had two secret families. "Cassidy's engrossing debut...convincingly depicts the ways his sensitive, turbulent protagonist navigates the murky period between adolescence and adulthood. Cassidy's distinctive coming-of-age story will move readers." --Publishers Weekly "Ian is a worthy literary cousin of Holden Caulfield, another kid with little tolerance for fakes and phonies and too much hard-won skepticism for his age. The grown-ups have let Ian down; now he must create himself." --Kirkus Reviews "Here Lies A Father is a coming of age story ripe with secrets and lies. Mckenzie Cassidy captures all the wonder and confusion of one teen's rites of passage as he grapples with the truth about his parents and the mystery of the past." --Stewart O'Nan, author of Snow Angels "Keenly observed and beautifully written, Mckenzie Cassidy's Here Lies a Father follows a blue-collar Holden Caulfield through a weekend odyssey of family secrets, lies, and revelations. It's a novel for anyone who has ever wondered about their parents' pasts--I couldn't put it down." --Sara Pritchard, author of Help Wanted: Female "A marvelous read, full of surprises, home truths, and excellent prose. Mckenzie Cassidy has joined the illustrious ranks of Ivan Turgenev and his classic Fathers and Sons." --John Bowers, author of The Colony "Here Lies A Father is a raw balance of beauty and sadness, both a compelling page-turner and a call to linger over each of Cassidy's exquisitely crafted sentences." --Libby Cudmore, author of The Big Rewind When Ian Daly and his sister Catherine arrive for their wayward father's funeral in his small and desolate upstate New York hometown, a secret that was kept from them their entire lives emerges: their father Thomas abandoned two other families, leaving behind two furious wives and several children who never knew their father. Ian wants to know more of the truth, but his sister and mother want to preserve the carefully constructed myth they've created around who Thomas really was. In the cold, lonely winter landscape of small-town New York, fifteen-year-old Ian sets out alone to learn the truth about his father's past and the families he left behind. Here Lies a Father examines the long-term effects shameful secrets have on a family, and how difficult it is for a young man to reconstruct his own sense of right and wrong, when every value and moral principle he was ever taught was based on a lie.

Exposes the truth about common investing myths and misconceptions and shows you how the truth shall set you free—to reap greater long-term and short-term gains Everybody knows that a strong dollar equals a strong economy, bonds are safer than stocks, gold is a safe investment and that high PEs signal high risk...right? While such "common-sense" rules of thumb may work for a time as investment strategies, as New York Times and Wall Street Journal bestselling author, Ken Fisher, vividly demonstrates in this wise, informative, wholly entertaining new book, they'll always let you down in the long run. Ken exposes some of the most common—and deadly—myths investors swear by, and he demonstrates why the rules-of-thumb approach to investing may be robbing you of the kinds returns you hope for. Dubbed by Investment Advisor magazine one of the 30 most influential individuals of the last three decades, Fisher is Chairman, and CEO of a global money management firm with over \$32 billion under management Fisher's Forbes column, "Portfolio Strategy," has been an extremely popular fixture in Forbes for more than a quarter century thanks to his many high-profile calls Brings together the best "bunks" by Wall Street's Master Debunker in a fun, easy-to-digest, bite-size format More than just a list of myths, Fisher meticulously explains of why each commonly held belief or strategy is dead wrong and how damaging it can be to your financial health Armed with this book, investors can immediately identify major errors they may be committing and adjust their strategies for greater investing success

The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

The Book That Gives the Inside Story on Hundreds of Secrets of American Life --Big Secrets. Are there really secret backward messages in rock music, or is somebody nuts? We tested suspect tunes at a recording studio to find out. What

goes on at Freemason initiations? Here's the whole story, including -- yes! -- the electric carpet. Colonel Sanders boasted that Kentucky Fried Chicken's eleven secret herbs and spices "stand on everybody's shelf." We got a sample of the seasoning mix and sent it to a food chemist for analysis. Feverish rumor has it that Walt Disney's body was frozen and now lies in a secret cryonic vault somewhere beneath the Pirates of the Caribbean exhibit at Disneyland. Read the certified stranger-than-fiction truth. Don't bother trying to figure out how Doug Henning, David Copperfield, and Harry Blackstone, Jr., perform their illusions. Big Secrets has complete explanations and diagrams, nothing left to the imagination.

How to Fare Well and Stay Fair

The Hidden Psychology of Value

Prisoner's Dilemma/John Von Neumann, Game Theory and the Puzzle of the Bomb

Irreligion

How Do You Fight a Horse-Sized Duck?

The Untold Story of the Scientific Betting System That Beat the Casinos and Wall Street

In 1956, two Bell Labs scientists discovered the scientific formula for getting rich. One was mathematician Claude Shannon, neurotic father of our digital age, whose genius is ranked with Einstein's. The other was John L. Kelly Jr., a Texas-born, gun-toting physicist. Together they applied the science of information theory—the basis of computers and the Internet—to the problem of making as much money as possible, as fast as possible. Shannon and MIT mathematician Edward O. Thorp took the "Kelly formula" to Las Vegas. It worked. They realized that there was even more money to be made in the stock market. Thorp used the Kelly system with his phenomenally successful hedge fund, Princeton-Newport Partners. Shannon became a successful investor, too, topping even Warren Buffett's rate of return. Fortune's Formula traces how the Kelly formula sparked controversy even as it made fortunes at racetracks, casinos, and trading desks. It reveals the dark side of this alluring scheme, which is founded on exploiting an insider's edge. Shannon believed it was possible for a smart investor to beat the market—and William Poundstone's Fortune's Formula will convince you that he was right.

There has been a rapid uptick in the level of interest about lycanthropes -- otherwise known as werewolves -- in recent years. Most experts in the field agree that Elliott O'Donnell's encyclopedic study of werewolves remains one of the best resources on the subject. Packed with details of stories and sightings from cultures around the world, Werewolves is sure to please even the most rabid fan.

How do you predict something that has never happened before? There's a useful calculation being employed by Wall Street, Silicon Valley and maths professors all over the world, and it predicts that the human species will become extinct in 760 years. Unfortunately, there is disagreement over how to apply the formula, and some argue that we might only have twenty years left. Originally devised by British clergyman Thomas Bayes, the theorem languished in obscurity for two hundred years before being resurrected as the lynchpin of the digital economy. With brief detours into archaeology, philology, and overdue library books, William Poundstone explains how we can use it to predict pretty much anything. What is the chance that there are multiple universes? How long will Hamilton run? Will the US stock market continue to perform as well this century as it has for the last hundred years? And are we really all doomed?

Never before have we had so much information at our fingertips. You might think that we are better-informed than ever, but there's one thing we can't ask Google: 'What should I be googling?' The way we consume information in the digital age has been blamed for driving political polarisation and leaving us unable to agree on basic facts. It's also making us stupider. Personalised news feeds and social media echo chambers narrow our potential knowledge base. By now, we don't even know what we don't know. In Head in the Cloud, William Poundstone investigates the true worth of knowledge. An entertaining manifesto underpinned by big data analysis and illustrated by eye-opening anecdotes, it reveals the surprising benefits of broadening your horizons and provides an unnerving look at the consequences of being ill-informed.

Microsoft's Cult of the Puzzle - How the World's Smartest Companies Select the Most Creative Thinkers

How I Went Undercover to Rescue the World's Stolen Treasures

Thrice-Greatest Hermes

Wild Souls

Dispatches from a Post-Fact World

Labyrinths of Reason

And Other Perplexing Puzzles from the Toughest Interviews in the World

Reprint of the fine biography first published by Doubleday in 1992. Annotation copyright by Book News, Inc., Portland, OR

Dan Ariely's three New York Times bestselling books on his groundbreaking behavioral economics research, Predictably Irrational, The Upside of Irrationality, and The (Honest) Truth About Dishonesty, are now available for the first time in a single volume.

This sharply intelligent, consistently provocative book takes the reader on an astonishing, thought-provoking voyage into the realm of delightful uncertainty--a world of paradox in which logical argument leads to contradiction and common sense is seemingly rendered irrelevant.

A practical guide to outguessing everything, from multiple-choice tests to the office football pool to the stock market. People are predictable even when they try not to be. William Poundstone demonstrates how to turn this fact to personal advantage in scores of everyday situations, from playing the lottery to buying a home. Rock Breaks Scissors is mind-reading for real life. Will the next tennis serve go right or left? Will the market go up or down? Most people are poor at that kind of predicting. We are hard-wired to make bum bets on "trends" and "winning streaks" that are illusions. Yet ultimately we're all in the business of anticipating the actions of others. Poundstone reveals how to overcome the errors and improve the accuracy of your own outguessing. Rock Breaks Scissors is a hands-on guide to turning life's odds in your favor.

Here Lies a Father

The Search for Immortality

The Doomsday Calculation

A Rylee Adamson Novel, Book 1

The Formula Transforming What We Know About Life and the Universe

Design, Build & Maintain a Successful Web-based Business

Tomb Treasures of Han China

Prada stores carry a few obscenely expensive items in order to boost sales for everything else (which look like bargains in comparison). People used to download music for free, then Steve Jobs convinced

them to pay. How? By charging 99 cents. That price has a hypnotic effect: the profit margin of the 99 Cents Only store is twice that of Wal-Mart. Why do text messages cost money, while e-mails are free? Why do jars of peanut butter keep getting smaller in order to keep the price the "same"? The answer is simple: prices are a collective hallucination. In *Priceless*, the bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are unable to estimate "fair" prices accurately and are strongly influenced by the unconscious, irrational, and politically incorrect. It hasn't taken long for marketers to apply these findings. "Price consultants" advise retailers on how to convince consumers to pay more for less, and negotiation coaches offer similar advice for businesspeople cutting deals. The new psychology of price dictates the design of price tags, menus, rebates, "sale" ads, cell phone plans, supermarket aisles, real estate offers, wage packages, tort demands, and corporate buyouts. Prices are the most pervasive hidden persuaders of all. Rooted in the emerging field of behavioral decision theory, *Priceless* should prove indispensable to anyone who negotiates.

From an acclaimed environmental writer, a groundbreaking and provocative new vision for our relationships with--and responsibilities toward--the planet's wild animals. Protecting wild animals and preserving the environment are two ideals so seemingly compatible as to be almost inseparable. But in fact, between animal welfare and conservation science there exists a space of underexamined and unresolved tension: wildness itself. When is it right to capture or feed wild animals for the good of their species? How do we balance the rights of introduced species with those already established within an ecosystem? Can hunting be ecological? Are any animals truly wild on a planet that humans have so thoroughly changed? No clear guidelines yet exist to help us resolve such questions. Transporting readers into the field with scientists tackling these profound challenges, Emma Marris tells the affecting and inspiring stories of animals around the globe--from Peruvian monkeys to Australian bilbies, rare Hawai'ian birds to majestic Oregon wolves. And she offers a companionable tour of the philosophical ideas that may steer our search for sustainability and justice in the non-human world. Revealing just how intertwined animal life and human life really are, *Wild Souls* will change the way we think about nature--and our place within it.

Are you Smart Enough to Work at Google? guides readers through the surprising solutions to dozens of the most challenging interview questions. Learn the importance of creative thinking, how to get a leg up on the competition, what your Facebook page says about you, and much more. You are shrunk to the height of a nickel and thrown in a blender. The blades start moving in 60 seconds. What do you do? If you want to work at Google, or any of America's best companies, you need to have an answer to this and other puzzling questions. *Are you Smart Enough to Work at Google?* is a must read for anyone who wants to succeed in today's job market.

Conflict is inevitable, in both deals and disputes. Yet when clients call in the lawyers to haggle over who gets how much of the pie, traditional hard-bargaining tactics can lead to ruin. Too often, deals blow up, cases don't settle, relationships fall apart, justice is delayed. *Beyond Winning* charts a way out of our current crisis of confidence in the legal system. It offers a fresh look at negotiation, aimed at helping lawyers turn disputes into deals, and deals into better deals, through practical, tough-minded problem-solving techniques.

Why Elections Aren't Fair (and What We Can Do About It)

Head in the Cloud

Big Secrets

Freedom and Flourishing in the Non-Human World

Free, Fair, and Alive

A Practical Guide to Outguessing and Outwitting Almost Everybody

How to Profit by Avoiding the Investing Mistakes Everyone Else Makes

Best known as the longtime writer of the *Mathematical Games* column for *Scientific American*—which introduced generations of readers to the joys of recreational mathematics—Martin Gardner has for decades pursued a parallel career as a devastatingly effective debunker of what he once famously dubbed "fads and fallacies in the name of science." It is mainly in this latter role that he is onstage in this collection of choice essays. *When You Were a Tadpole and I Was a Fish* takes aim at a gallery of amusing targets, ranging from Ann Coulter's qualifications as an evolutionary biologist to the logical fallacies of precognition and extrasensory perception, from Santa Claus to *The Wizard of Oz*, from mutilated chessboards to the little-known "one-poem poet" Langdon Smith (the original author of this volume's title line). The writings assembled here fall naturally into seven broad categories: Science, Bogus Science, Mathematics, Logic, Literature, Religion and Philosophy, and Politics. Under each heading, Gardner displays an awesome level of erudition combined with a wicked sense of humor. *A beautifully wrought modern fairy tale from master storyteller and award-winning author Nancy Werlin* *Inspired by the classic folk ballad "Scarborough Fair," this is a wonderfully riveting novel of suspense, romance, and fantasy. Lucy is seventeen when she discovers that she is the latest recipient of a generations-old family curse that requires her to complete three seemingly impossible tasks or risk falling into madness and passing the curse on to the next generation. Unlike her ancestors, though, Lucy has family, friends, and other modern resources to help her out. But will it be enough to conquer this age-old evil?*

A powerful memoir of resilience, friendship, family, and food from the acclaimed chefs behind the award-winning Hy Vong Vietnamese restaurant in Miami. Through powerful narrative, archival imagery, and 20 Vietnamese recipes that mirror their story, *Mango & Peppercorns* is a unique contribution to culinary literature. In 1975, after narrowly escaping the fall of Saigon, pregnant refugee and gifted cook Tung Nguyen ended up in the Miami home of Kathy Manning, a graduate student and waitress who was taking in displaced Vietnamese refugees. This serendipitous meeting

evolved into a decades-long partnership, one that eventually turned strangers into family and a tiny, no-frills eatery into one of the most lauded restaurants in the country. Tung's fierce practicality often clashed with Kathy's free-spirited nature, but over time, they found a harmony in their contrasts—a harmony embodied in the restaurant's signature mango and peppercorns sauce. • **IMPORTANT, UNIVERSAL STORY:** An inspiring memoir peppered with recipes, it is a riveting read that will appeal to fans of Roy Choi, Ed Lee, Ruth Reichl, and Kwame Onwuachi. • **TIMELY TOPIC:** This real-life American dream is a welcome reminder of our country's longstanding tradition of welcoming refugees and immigrants. This book adds a touchpoint to that larger conversation, resonating beyond the bookshelf. • **INVENTIVE COOKBOOK:** This book is taking genre-bending a step further, focusing on the story first and foremost with 20 complementary recipes. Perfect for: • Fans of culinary nonfiction • Fans of Ruth Reichl, Roy Choi, Kwame Onwuachi, and Anya Von Bremzen • Home cooks who are interested in Asian food and cooking

In a forceful but humane narrative, former soldier and head of the West Point history department Ty Seidule's *Robert E. Lee and Me* challenges the myths and lies of the Confederate legacy—and explores why some of this country's oldest wounds have never healed. Ty Seidule grew up revering Robert E. Lee. From his southern childhood to his service in the U.S. Army, every part of his life reinforced the Lost Cause myth: that Lee was the greatest man who ever lived, and that the Confederates were underdogs who lost the Civil War with honor. Now, as a retired brigadier general and Professor Emeritus of History at West Point, his view has radically changed. From a soldier, a scholar, and a southerner, Ty Seidule believes that American history demands a reckoning. In a unique blend of history and reflection, Seidule deconstructs the truth about the Confederacy—that its undisputed primary goal was the subjugation and enslavement of Black Americans—and directly challenges the idea of honoring those who labored to preserve that system and committed treason in their failed attempt to achieve it. Through the arc of Seidule's own life, as well as the culture that formed him, he seeks a path to understanding why the facts of the Civil War have remained buried beneath layers of myth and even outright lies—and how they embody a cultural gulf that separates millions of Americans to this day. Part history lecture, part meditation on the Civil War and its fallout, and part memoir, *Robert E. Lee and Me* challenges the deeply-held legends and myths of the Confederacy—and provides a surprising interpretation of essential truths that our country still has a difficult time articulating and accepting.

Confessions of the Pricing Man

How Price Affects Everything

How to Predict Everything

the myth of fair value (and how to take advantage of it)

A Southerner's Reckoning with the Myth of the Lost Cause

A Mathematician Explains Why the Arguments for God Just Don't Add Up

How an Equation that Predicts the Future Is Transforming Everything We Know About Life and the Universe

Offers a critical assessment of fundamental flaws in the American electoral system, looking at how a minor "spoiler" candidate can affect the election by taking enough votes away from the most popular candidate to tip the election to another, and proposes a simple but fair solution designed to transform the electoral system.

This is the edition including all three books. The so-called Hermetic writings have been known to Christian writers for many centuries. The early church Fathers (Justin Martyr, Tertullian, Clement of Alexandria) quote them in defense of Christianity. Stobaeus collected fragments of them. The Humanists knew and valued them. They were studied in the sixteenth and seventeenth centuries, and in modern times have again been diligently examined by many scholars. G. R. S. Mead has issued a translation of the whole body of extant literature, with extended prolegomena, commentary, etc. There is a wide difference of opinion as to the date at which this literature was produced. Mead believes that some of the extant portions of it are at least as early as the earliest Christian writings, while von Christ assigns them to the third Christian century, and thinks that they show the influence of neo-Platonism. To affirm that they influenced New Testament usage would be hazardous, but they perhaps throw some light on the direction in which thought was moving in New Testament times.

During the last two centuries BC, the Western Han dynasty of China forged the first stable empire covering all of China and presided over a golden age that shaped much of subsequent Chinese art and culture. From family values to the structure of the civil service, Han thinking and philosophy continue to pervade Chinese society up to the present day - indeed, the majority of Chinese people consider themselves 'Han Chinese'. In the search for immortality, the Han imperial family left an artistic legacy of spectacular beauty and power. The finest of these treasures to have survived - including exquisite jades, silver and goldwork, bronzes and ceramics - have been found in the tombs of the Han imperial family and of a revival 'emperor' of Nanyue.

PricelessThe Myth of Fair Value (and How to Take Advantage of It)Hill and Wang

My Fair Ladies

Odyssey

Rock Breaks Scissors

Priceless (summary)

Beyond Winning

Gaming the Vote

Robert E. Lee and Me

The creator of the FBI's Art Crime Team recounts his dramatic career, describing high-stakes undercover missions involving valuable stolen antiquities, in an account that covers his role in a famous unsolved crime.

Argues that there is no logical reason to believe in God, refuting twelve arguments commonly proposed to prove the existence of God, while offering commentary on such topics as miracles, cognitive illusions, and creationist probability.

People used to download music for free; then Steve Jobs convinced them to pay for it.

How? By charging 99 cents. Prada and other luxury stores stock a few obscenely expensive

items — just to make the rest of their inventory seem like a bargain. Why do text messages cost money, while emails are free? Why do jars of peanut butter keep getting smaller in order to keep the price the 'same'? The answer is simple: prices are a collective hallucination. In *Priceless*, bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are unable to estimate 'fair' prices accurately and are strongly influenced by the unconscious, the irrational, and the politically incorrect. It hasn't taken long for marketers to apply these findings. 'Price consultants' advise retailers on how to convince consumers to pay more for less, and negotiation coaches offer similar advice for businesspeople cutting deals. The new psychology of price dictates the design of price tags, menus, rebates, 'sale' ads, mobile-phone plans, supermarket aisles, real-estate offers, wage packages, tort demands, and corporate buyouts. Prices are the most pervasive hidden persuaders of all. The Complete E-Commerce Book offers a wealth of information on how to design, build and maintain a successful web-based business.... Many of the chapters are filled with advice and information on how to incorporate current e-business principles o

Fortune's Formula

The Irrational Bundle

Trick Questions, Zen-like Riddles, Insanely Difficult Puzzles, and Other Devious

Interviewing Techniques You Need to Know to Get a Job Anywhere in the New Economy

A Memoir of Food, an Unlikely Family, and the American Dream

Mango and Peppercorns

The Insurgent Power of the Commons

How Would You Move Mount Fuji?

'An entertaining book we can all enjoy... highly informative and amusing.' Daily Mail 'Full of valuable insight...this is a must-read for those looking to nail their next interview.' Publishers Weekly How Do You Fight a Horse-Sized Duck? explores the new world of interviewing at employers like Apple, Netflix and Amazon. It reveals more than 70 outrageously perplexing riddles and puzzles and supplies both answers and general strategy for creative problem-solving. Questions like: Today is Tuesday. What day of the week will it be 10 years from now on t How would you empty a plane full of Skittles? How many times would you have to scoop the ocean with a bucket to cause sea levels t foot? You have a broken calculator. The only number key that works is the 0. All the operator keys work. How can you get the number many dogs have the exact same number of hairs?

Prada stores carry a few obscenely expensive items in order to boost sales for everything else (which look like bargains in comparison). used to download music for free, then Steve Jobs convinced them to pay. How? By charging 99 cents. That price has a hypnotic effect margin of the 99 Cents Only store is twice that of Wal-Mart. Why do text messages cost money, while e-mails are free? Why do jars o butter keep getting smaller in order to keep the price the 'same'? The answer is simple: prices are a collective hallucination. In *Priceless*, bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are unable to estima prices accurately and are strongly influenced by the unconscious, irrational, and politically incorrect. It hasn't taken long for marketers t these findings. 'Price consultants' advise retailers on how to convince consumers to pay more for less, and negotiation coaches offer si for businesspeople cutting deals. The new psychology of price dictates the design of price tags, menus, rebates, 'sale' ads, cell phone pl supermarket aisles, real estate offers, wage packages, tort demands, and corporate buyouts. Prices are the most pervasive hidden pers Rooted in the emerging field of behavioural decision theory, *Priceless* should prove indispensable to anyone who negotiates.