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Tribes: We Need You To Lead Us

*This life-changing manifesto
shows how you have the potential
to make a huge difference
wherever you are. Few authors*

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have had the kind of lasting impact and global reach that Seth Godin has had. In a series of now-classic books that have been translated into 36 languages and reached millions of readers around the world, he has taught

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generations of readers how to make remarkable products and spread powerful ideas. In Linchpin, he turns his attention to the individual, and explains how anyone can make a significant impact within their organization.

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There used to be two teams in every workplace: management and labor. Now there's a third team, the linchpins. These people figure out what to do when there's no rule book. They delight and challenge their customers and

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peers. They love their work, pour their best selves into it, and turn each day into a kind of art. Have you ever found a shortcut that others missed? Seen a new way to resolve a conflict? Made a connection with someone others

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couldn't reach? Even once? Then you have what it takes to become indispensable, by overcoming the resistance that holds people back. Linchpin will show you how to join the likes of... · Keith Johnson, who scours flea markets across the

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country to fill Anthropologie stores with unique pieces. · Jason Zimdars, a graphic designer who got his dream job at 37signals without a résumé. · David, who works at Dean and DeLuca coffee shop in New York. He sees every

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customer interaction as a chance to give a gift and is cherished in return. As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough to hold it back. It's time to

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stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you must."
Golding's iconic 1954 novel, now

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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

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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

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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.

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*In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and*

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necessary book, he shows how to take that critical next step on a creative journey—getting known. Show Your Work! is about why generosity trumps genius. It's about getting findable, about using the network instead of

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wasting time “networking.” It’s not self-promotion, it’s self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, Show Your Work! offers ten

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transformative rules for being open, generous, brave, productive. In chapters such as You Don't Have to Be a Genius; Share Something Small Every Day; and Stick Around, Kleon creates a user's manual for

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embracing the communal nature of creativity— what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of sharing—and the dangers of oversharing—to

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the practicalities of Internet life (build a good domain name; give credit when credit is due), it's an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age. Are You Scaring Your People into

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Mediocrity? All leaders want to outperform, outsell, and outinnovate the competition. And most teams are fully capable of doing so. The problem: we consistently say and do things that spark unconscious fears and keep our

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people stuck in their Critter State. This primitive fight, flight, or freeze mode distills all decision making to one question: What will keep me safest? Lying low, sucking up, procrastinating, and doing a good enough job may

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keep employees breathing, but it doesn't make for vital organizations. Leaders have to get their people unstuck and fully engaged, replacing their old, limiting mental patterns with new patterns that foster optimal

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performance. New York Times bestselling author and applied neuroscience expert Christine Comaford knows what it takes to move people from the Critter State into the Smart State, where they have full access to their own

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creativity, innovation, higher consciousness, and emotional engagement. When an entire culture maintains that state, it becomes what she calls a SmartTribe. Focused. Accountable. Collaborative.

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Imbued with the energy and passion to solve problems and do what needs doing, again and again and again. Comaford brings to this book more than thirty years of company-building experience, combined with her

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expertise in behavioral modification and organizational development. She has helped hundreds of leaders navigate rapid growth, maximize performance, resolve internal conflicts, and execute turnarounds with the full

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support of their people. Now she shares potent yet easy-to-learn neuroscience techniques that will help you do the same. You'll learn how to move your team forward and reach your next revenue inflection point using the five key

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Accelerators of the Smart State—focus, clarity, accountability, influence, and sustainability. You'll get better at anticipating and moving through your own stuck spots and those of your people. Using her proven

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system, Comaford's clients have already created hundreds of millions of dollars in new value. They've seen their revenues and profits increase by up to 210% annually; individuals become up to 50% more productive and 100%

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more accountable; marketing demand generation grow by up to 237%; new products and services created up to 48% faster; and sales close up to 50% faster. They spot changes in their markets more quickly, then pounce on

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them to create the future they want. Ultimately, SmartTribes will help you and your team achieve optimal performance and engagement—brilliance—and leave competitors in the dust. How the West Became

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*Psychologically Peculiar and
Particularly Prosperous*

Show Your Work!

Life Outside the Comfort Zone

Poke The Box

*SUMMARY - Tribes: We Need You
To Lead Us By Seth Godin*

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*An Incomplete Compendium of
Mostly Interesting Things*

**WINNER OF THE 2021
PULITZER PRIZE FOR
FICTION NEW YORK TIMES
BESTSELLER WASHINGTON
POST, AMAZON, NPR, CBS**

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***SUNDAY MORNING, KIRKUS,
CHICAGO PUBLIC LIBRARY,
AND GOOD HOUSEKEEPING
BEST BOOK OF 2020 Based
on the extraordinary
life of National Book
Award-winning author***

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Louise Erdrich's grandfather who worked as a night watchman and carried the fight against Native dispossession from rural North Dakota all the way

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to Washington, D.C., this powerful novel explores themes of love and death with lightness and gravity and unfolds with the elegant prose, sly humor, and depth of

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feeling of a master craftsman. Thomas Wazhashk is the night watchman at the jewel bearing plant, the first factory located near the Turtle Mountain

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Reservation in rural North Dakota. He is also a Chippewa Council member who is trying to understand the consequences of a new "emancipation" bill on

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its way to the floor of the United States Congress. It is 1953 and he and the other council members know the bill isn't about freedom; Congress is fed up with

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Indians. The bill is a “termination” that threatens the rights of Native Americans to their land and their very identity. How can the government abandon

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treaties made in good faith with Native Americans “for as long as the grasses shall grow, and the rivers run”? Since graduating high school, *Pixie*

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Paranteau has insisted that everyone call her Patrice. Unlike most of the girls on the reservation, Patrice, the class valedictorian, has no desire to wear

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herself down with a husband and kids. She makes jewel bearings at the plant, a job that barely pays her enough to support her mother and brother. Patrice's

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shameful alcoholic father returns home sporadically to terrorize his wife and children and bully her for money. But Patrice needs every penny to

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follow her beloved older sister, Vera, who moved to the big city of Minneapolis. Vera may have disappeared; she hasn't been in touch in months, and is rumored

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***to have had a baby.
Determined to find Vera
and her child, Patrice
makes a fateful trip to
Minnesota that
introduces her to
unexpected forms of***

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exploitation and violence, and endangers her life. Thomas and Patrice live in this impoverished reservation community along with young Chippewa boxer

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Wood Mountain and his mother Juggie Blue, her niece and Patrice's best friend Valentine, and Stack Barnes, the white high school math teacher and boxing coach who is

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hopelessly in love with Patrice. In the Night Watchman, Louise Erdrich creates a fictional world populated with memorable characters who are forced to grapple

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with the worst and best impulses of human nature. Illuminating the loves and lives, the desires and ambitions of these characters with compassion, wit, and

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intelligence, The Night Watchman is a majestic work of fiction from this revered cultural treasure.

"A one-two punch! Half kick in the ass, half

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cheerleading encouragement." –Steven Pressfield, author of The War of Art If you are happy being just a dreamer, perhaps you don't need this book. If

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you're enjoying the status quo, don't even consider reading this book. If you are content waiting for success to find you, please put this book down and go

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find something else to read. Why has Poke the Box become a cult classic? Because it's a book that dares readers to do something they're afraid of. It could be

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what you need, too. "Is Seth Godin the Pied Piper for however many of us have been afraid to fail? Will I answer his call? Will you?"

–Peter Shermeta,

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reviewing the original edition of Poke the Box From the duo behind the massively successful and award-winning podcast Stuff You Should Know comes an unexpected look

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at things you thought you knew. Josh Clark and Chuck Bryant started the podcast Stuff You Should Know back in 2008 because they were curious—curious about

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the world around them, curious about what they might have missed in their formal educations, and curious to dig deeper on stuff they thought they understood.

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As it turns out, they aren't the only curious ones. They've since amassed a rabid fan base, making Stuff You Should Know one of the most popular podcasts in

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the world. Armed with their inquisitive natures and a passion for sharing, they uncover the weird, fascinating, delightful, or unexpected elements

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of a wide variety of topics. The pair have now taken their near-boundless "whys" and "hows" from your earbuds to the pages of a book for the first

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time—featuring a completely new array of subjects that they've long wondered about and wanted to explore. Each chapter is further embellished with snappy

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visual material to allow for rabbit-hole tangents and digressions—including charts, illustrations, sidebars, and footnotes. Follow along as the two

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dig into the underlying stories of everything from the origin of Murphy beds, to the history of facial hair, to the psychology of being lost. Have you

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ever wondered about the world around you, and wished to see the magic in everyday things? Come get curious with Stuff You Should Know. With Josh and Chuck as your

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guide, there's something interesting about everything (...except maybe jackhammers). We have a strong instinct to belong to small groups defined by

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clear purpose and understanding--"tribes." This tribal connection has been largely lost in modern society, but regaining it may be the key to our psychological

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survival. Decades before the American Revolution, Benjamin Franklin lamented that English settlers were constantly fleeing over to the Indians-but Indians

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almost never did the same. Tribal society has been exerting an almost gravitational pull on Westerners for hundreds of years, and the reason lies deep in our

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evolutionary past as a communal species. The most recent example of that attraction is combat veterans who come home to find themselves missing the incredibly

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intimate bonds of platoon life. The loss of closeness that comes at the end of deployment may explain the high rates of post-traumatic stress disorder suffered

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*by military veterans
today. Combining
history, psychology, and
anthropology, Tribe
explores what we can
learn from tribal
societies about loyalty,*

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belonging, and the eternal human quest for meaning. It explains the irony that-for many veterans as well as civilians-war feels better than peace,

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adversity can turn out to be a blessing, and disasters are sometimes remembered more fondly than weddings or tropical vacations. Tribe explains why we

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*are stronger when we
come together, and how
that can be achieved
even in today's divided
world.*

*Find Your Why
Emotion, Reason, and the*

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Gap Between Us and Them
Political Tribes
How to Go Big, Create
Wealth and Impact the
World
Tribal Leadership
The WEIRDEST People in

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the World

Training Camp is an inspirational story filled with invaluable lessons and insights on bringing out the best in yourself and your team.

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The story follows Martin, an un-drafted rookie trying to make it in the NFL. He's spent his entire life proving to the critics that a small guy with a big

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heart can succeed against all odds. After spraining his ankle in the pre-season, Martin thinks his dream is lost when he happens to meet a very special coach who

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shares eleven life-changing lessons that keep his dream alive—and might even make him the best of the best. If you want to be your best—Training Camp

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offers an inspirational story and real-world wisdom on what it takes to reach true excellence and how you and your team (your work team, school team, church team

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and family team) can achieve it.

In this fascinating book, Seth Godin argues that now, for the first time, everyone has an opportunity to start a

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movement - to bring together a tribe of like-minded people and do amazing things. There are tribes everywhere, all of them hungry for connection, meaning and

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change. And yet, too many people ignore the opportunity to lead, because they are "sheepwalking" their way through their lives and work, too afraid to

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question whether their compliance is doing them (or their company) any good. This book is for those who don't want to be sheep and instead have a desire to do

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fresh and exciting work. If you have a passion for what you want to do and the drive to make it happen, there is a tribe of fellow employees, or customers, or investors,

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or readers, just waiting for you to connect them with each other and lead them where they want to go.

“Surprising and remarkable...Toggling

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between big ideas, technical details, and his personal intellectual journey, Greene writes a thesis suitable to both airplane reading and PhD

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seminars.”—The Boston Globe Our brains were designed for tribal life, for getting along with a select group of others (Us) and for fighting off everyone

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else (Them) . But modern times have forced the world's tribes into a shared space, resulting in epic clashes of values along with unprecedented

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opportunities. As the world shrinks, the moral lines that divide us become more salient and more puzzling. We fight over everything from tax codes to gay marriage to

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global warming, and we wonder where, if at all, we can find our common ground. A grand synthesis of neuroscience, psychology, and

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philosophy, Moral Tribes reveals the underlying causes of modern conflict and lights the way forward. Greene compares the human brain to a dual-mode camera,

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with point-and-shoot automatic settings (“portrait,” “landscape”) as well as a manual mode. Our point-and-shoot settings are our emotions-efficient,

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automated programs honed by evolution, culture, and personal experience. The brain's manual mode is its capacity for deliberate reasoning, which makes our thinking

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flexible. Point-and-shoot emotions make us social animals, turning Me into Us. But they also make us tribal animals, turning Us against Them. Our tribal

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emotions make us
fight—sometimes with
bombs, sometimes with
words—often with life-
and-death stakes. A
major achievement from a
rising star in a new

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scientific field, Moral Tribes will refashion your deepest beliefs about how moral thinking works and how it can work better.

#1 Wall Street Journal

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Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of

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entrepreneurs,
marketers, leaders, and
fans from all walks of
life, via his blog,
online courses,
lectures, and
bestselling books. He is

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the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to

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The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you

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how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use

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consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead

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of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world,

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in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: * How to

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build trust and permission with your target market. * The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to

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achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of

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tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for

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people who care. This
book shows you the way.

Primalbranding

The Practice

Tribe

The Lost Tribes

How Teams Become

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Brilliant Together **Moral Tribes**

V is for Vulnerable by Seth Godin is a full-color ABC book for grown-ups, with a powerful message about doing great work. V is for Vulnerable looks and feels like a classic picture book.

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But it's not for kids, it's for hardworking adults. It highlights twenty-six of Seth Godin's principles about treating your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod. A sample: A is for Anxiety, which is

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experiencing failure in advance. Tell yourself enough vivid stories about the worst possible outcome and you'll soon come to believe them. Worry is not preparation, and anxiety doesn't make you better. F is for Feedback, which can be either a crutch or a

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weapon. Use it to make your work smaller, safer, and more likely to please everyone (and fail in the long run). Or use it as a lever to further push you to embrace what you fear and what you're capable of. This is unlike any previous Godin book and

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makes a great gift, both for loyal fans and those who've never read him before. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change

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including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His blog, www.sethgodin.typepad.com, is the most influential business blog in the

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world, and consistently one of the 100 most popular blogs on any subject. You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Apple, Starbucks, Dyson and Pret a Manger have in common? How do

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they achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a

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new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything

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you do, to create something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place.

The New York Times, BusinessWeek, and Wall Street Journal Bestseller

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that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees,

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customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the Internet has

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eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change

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things, the ability to connect a tribe, and the willingness to lead. If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or

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Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma led a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle.

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Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.

As one of today's most influential business thinkers, Seth Godin helps

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his army of fans stay focused, stay connected, and stay dissatisfied with the status quo, the ordinary, the boring. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and

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managers around the world. Now, for the first time, Godin has collected the most provocative short pieces from his pioneering blog—ranked #70 by Feedster (out of millions published) in worldwide readership. This book also includes his most popular columns

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from Fast Company magazine, and several of the short e-books he has written in the last few years. A sample: • Bon Jovi And The Pirates • Christmas Card Spam • Clinging To Your Job Title? • How Much Would You Pay to Be on Oprah's Show? •

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The Persistence of Really Bad Ideas •
The Seduction of "Good Enough" •
What Happens When It's All on
Tape? • Would You Buy Life
Insurance at a Rock Concert? Small
is the New Big is a huge bowl of
inspiration that you can gobble in one

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sitting or dip into at any time. As Godin writes in his introduction: "I guarantee that you'll find some ideas that don't work for you. But I'm certain that you're smart enough to see the stuff you've always wanted to do, buried deep inside one of these

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riffs. And I'm betting that once inspired, you'll actually make something happen."

10 Ways to Share Your Creativity and Get Discovered
Go-Givers Sell More
Shipping Creative Work

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A Little Book That Teaches You
When to Quit (and When to Stick)

We Are All Weird

The Night Watchman

▣ Tribal Leadership gives amazingly
insightful perspective on how
people interact and succeed. I

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learned about myself and learned lessons I will carry with me and reflect on for the rest of my life.

John W. Fanning, Founding Chairman and CEO Napster Inc.

An unusually nuanced view of high-performance cultures. Inc. Within

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each corporation are anywhere from a few to hundreds of separate tribes. In Tribal Leadership, Dave Logan, John King, and Halee Fischer-Wright demonstrate how these tribes develop—and show you how to assess them and lead them

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to maximize productivity and growth. A business management book like no other, Tribal Leadership is an essential tool to help managers and business leaders take better control of their organizations by utilizing the unique

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characteristics of the tribes that exist within.

This extraordinary story of courage and faith is based on the actual experiences of three girls who fled from the repressive life of Moore River Native Settlement, following

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along the rabbit-proof fence back to their homelands. Assimilationist policy dictated that these girls be taken from their kin and their homes in order to be made white. Settlement life was unbearable with its chains and padlocks, barred

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windows, hard cold beds, and horrible food. Solitary confinement was doled out as regular punishment. The girls were not even allowed to speak their language. Of all the journeys made since white people set foot on

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Australian soil, the journey made by these girls born of Aboriginal mothers and white fathers speaks something to everyone.

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Identifies seven components that

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can enable companies to brand effectively for greater market shares, citing the examples of such top companies as Starbucks, Apple, and Nike to reveal the commonalities of successful brands. 40,000 first printing.

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Small Is the New Big
The Assassination of Margaret
Thatcher
The Twelve Tribes of Hattie
(Oprah's Book Club 2.0 Digital
Edition)
V Is for Vulnerable

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What the Best Do Better Than
Everyone Else
The Rise of Tribes and the End of
Normal

*Start With Why has led millions of
readers to rethink everything they do – in
their personal lives, their careers and*

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their organizations. Now Find Your Why picks up where Start With Why left off. It shows you how to apply Simon Sinek's powerful insights so that you can find more inspiration at work -- and in turn inspire those around you. I believe fulfillment is a right and not a privilege. We are all entitled to wake up in the

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morning inspired to go to work, feel safe when we're there and return home fulfilled at the end of the day. Achieving that fulfillment starts with understanding exactly WHY we do what we do. As Start With Why has spread around the world, countless readers have asked me the same question: How can I apply Start With Why

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to my career, team, company or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created this hands-on, step-by-step guide to help you find your WHY. With detailed exercises, illustrations, and action steps for every stage of the process, Find Your Why can help you address

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*many important concerns, including: * What if my WHY sounds just like my competitor's? * Can I have more than one WHY? * If my work doesn't match my WHY, what should I do? * What if my team can't agree on our WHY? Whether you've just started your first job, are leading a team, or are CEO of your own*

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company, the exercises in this book will help guide you on a path to long-term success and fulfillment, for both you and your colleagues. Thank you for joining us as we work together to build a world in which more people start with WHY.

Inspire on! -- Simon

*The bestselling author of **Battle Hymn of***

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the Tiger Mother, Yale Law School Professor Amy Chua offers a bold new prescription for reversing our foreign policy failures and overcoming our destructive political tribalism at home Humans are tribal. We need to belong to groups. In many parts of the world, the group identities that matter most – the

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ones that people will kill and die for – are ethnic, religious, sectarian, or clan-based. But because America tends to see the world in terms of nation-states engaged in great ideological battles – Capitalism vs. Communism, Democracy vs. Authoritarianism, the “Free World” vs. the “Axis of Evil” – we are often

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spectacularly blind to the power of tribal politics. Time and again this blindness has undermined American foreign policy. In the Vietnam War, viewing the conflict through Cold War blinders, we never saw that most of Vietnam's "capitalists" were members of the hated Chinese minority. Every pro-free-market move we made

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helped turn the Vietnamese people against us. In Iraq, we were stunningly dismissive of the hatred between that country's Sunnis and Shias. If we want to get our foreign policy right – so as to not be perpetually caught off guard and fighting unwinnable wars – the United States has to come to grips with political

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tribalism abroad. Just as Washington's foreign policy establishment has been blind to the power of tribal politics outside the country, so too have American political elites been oblivious to the group identities that matter most to ordinary Americans – and that are tearing the United States apart. As the stunning rise

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of Donald Trump laid bare, identity politics have seized both the American left and right in an especially dangerous, racially inflected way. In America today, every group feels threatened: whites and blacks, Latinos and Asians, men and women, liberals and conservatives, and so on. There is a pervasive sense of collective

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persecution and discrimination. On the left, this has given rise to increasingly radical and exclusionary rhetoric of privilege and cultural appropriation. On the right, it has fueled a disturbing rise in xenophobia and white nationalism. In characteristically persuasive style, Amy Chua argues that America must

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rediscover a national identity that transcends our political tribes. Enough false slogans of unity, which are just another form of divisiveness. It is time for a more difficult unity that acknowledges the reality of group differences and fights the deep inequities that divide us.

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** Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *As you read this summary, you will discover what leadership is and how to use it to manage a tribe and bring about change. *You will also discover : that leaders and their tribe represent the*

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*future in a changing society; that one is not born a leader, one becomes one by fighting one's fear; that the tribe takes precedence over the leader who must be disinterested; that you owe it to yourself to be a leader; how to create and manage your tribe. *First of all, what is a tribe? It is a group whose members are connected*

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and share a common vision. This group is led by a leader, also connected to his tribe, who initiates the vision. Leader and tribe therefore appear not to be able to live without each other. If the Internet is not at all what created the tribes, it has nevertheless allowed them to relocate. It is also an unprecedented tool for

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*communicating with and within the tribe. You must become a leader, because we need you and your tribe to make a difference. Today, the question is no longer whether you can do it, because everything is available to you. The question then is: are you going to choose to become a leader now? *Buy now the*

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summary of this book for the modest price of a cup of coffee!

"When Ben is given a challenge to beat a unique computer game, he can then join his globe-trotting uncle on the adventure of a lifetime. Ben, his sister April, friends Grace, Carlos and Serise team up to help him. These five friends could

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never imagine their ordinary parents are scientists on a secret mission. When their parents go missing, they are forced into unfathomable circumstances and learn of a history that's best left unknown. Now they must race against time in search for artifacts that are thousands of years old ... artifacts that hold the fate of the

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universe in balance. As the chaos unfolds, they're forced to decipher clues, avoid traps, solve puzzles, crack codes and anticipate their next moves."--Jacket.

Bold

Stuff You Should Know

Lord of the Flies

Tribes

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*This Is Marketing
Training Camp*

A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger

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and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until

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they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun...then gets really hard, and not much fun at all. You

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might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a total dead end. What really sets

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superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past

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it. If you can beat the Dip to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little book will

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help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

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The New York Times bestselling collection, from the Man Booker prize-winner for Wolf Hall and Bring Up the Bodies, that has been called "scintillating"

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(New York Times Books Review), "breathtaking" (NPR), "exquisite" (The Chicago Tribune) and "otherworldly" (Washington Post). "A new Hilary Mantel book

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is an Event with a
'capital 'E.'"—NPR "A
book of her short
stories is like a little
sweet treat."—USA Today
(4 stars) "[Mantel is
at] the top of her

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game."—Salon
"Genius."—The Seattle Times One of the most accomplished, acclaimed, and garlanded writers, Hilary Mantel delivers a brilliant collection of

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contemporary stories In
The Assassination of
Margaret Thatcher,
Hilary Mantel's
trademark gifts of
penetrating
characterization,

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unsparing eye, and rascally intelligence are once again fully on display. Stories of dislocation and family fracture, of whimsical infidelities and sudden

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deaths with sinister causes, brilliantly unsettle the reader in that unmistakably Mantel way. Cutting to the core of human experience, Mantel brutally and

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acutely writes about marriage, class, family, and sex. Unpredictable, diverse, and sometimes shocking, The Assassination of Margaret Thatcher

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displays a magnificent writer at the peak of her powers.

In *The Icarus Deception*, Seth Godin's most inspiring book, he challenges readers to

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find the courage to treat their work as a form of art Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he

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ignored the warning and plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial economy. What

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boss wouldn't want employees to believe that obedience and conformity are the keys to success? But we tend to forget that Icarus was also warned not to

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fly too low, because seawater would ruin the lift in his wings. Flying too low is even more dangerous than flying too high, because it feels deceptively

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safe. The safety zone has moved. Conformity no longer leads to comfort. But the good news is that creativity is scarce and more valuable than ever. So is

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choosing to do something unpredictable and brave: Make art. Being an artist isn't a genetic disposition or a specific talent. It's an attitude we can all

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adopt. It's a hunger to seize new ground, make connections, and work without a map. If you do those things you're an artist, no matter what it says on your business

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card. Godin shows us how it's possible and convinces us why it's essential. 'If Seth Godin didn't exist, we'd need to invent him' Fast Company 'Seth Godin is a

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demigod on the web, a bestselling author, highly sought-after lecturer, successful entrepreneur, respected pundit and high-profile blogger' Forbes Seth

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Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change

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including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His

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blog, www.sethgodin.typepad.com, is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject..

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With their national bestseller *The Go-Giver*, Bob Burg and John David Mann took the business world by storm, showing that giving is the most fulfilling and effective

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path to success. That simple, profound story has inspired hundreds of thousands of readers around the world-but some have wondered how its lessons stand up to

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the tough challenges of everyday real-world business. Now Burg and Mann answer that question in *Go-Givers Sell More*, a practical guide that makes giving

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the cornerstone of a powerful and effective approach to selling. Most of us think of sales as convincing potential customers to do something they don't

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really want to. This mentality sets up an adversarial relationship and makes the sales process much harder than it has to be. As Burg and Mann demonstrate,

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it's far more productive (and satisfying) when salespeople think like Go-Givers. Cultivate a trusting relationship and focus exclusively on creating value for the

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other person, say the authors, and great results will follow automatically. Drawing on a wide range of examples of real-life salespeople who have

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prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away. Leveraging Natural

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Groups to Build a
Thriving Organization
Are You Indispensable?
and 183 Other Riffs,
Rants, and Remarkable
Business Ideas
Purple Cow

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How High Will You Fly?
Stories

At head of title: "The Royal Court Theatre presents."

According to Godin, Tribes are groups of people aligned around an idea, connected

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to a leader and to each other. Tribes make our world work, and always have. The new opportunity is that it's easier than ever to find, organize, and lead a tribe. The Web has enabled

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an explosion of all kinds of tribes--and created shortage of people to lead them. This is the growth industry of our time. Tribes (the book) will help you understand exactly what's at stake, and why you

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can and should lead a tribe of your own.

The newest Oprah's Book Club 2.0 selection: this special eBook edition of *The Twelve Tribes of Hattie* by Ayana Mathis features

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exclusive content, including Oprah's personal notes highlighted within the text, and a reading group guide. The arrival of a major new voice in contemporary fiction. A debut of

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extraordinary distinction: Ayana Mathis tells the story of the children of the Great Migration through the trials of one unforgettable family. In 1923, fifteen-year-old Hattie Shepherd flees

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Georgia and settles in Philadelphia, hoping for a chance at a better life. Instead, she marries a man who will bring her nothing but disappointment and watches helplessly as her

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firstborn twins succumb to an illness a few pennies could have prevented. Hattie gives birth to nine more children whom she raises with grit and mettle and not an ounce of the tenderness

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they crave. She vows to prepare them for the calamitous difficulty they are sure to face in their later lives, to meet a world that will not love them, a world that will not be kind.

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Captured here in twelve luminous narrative threads, their lives tell the story of a mother's monumental courage and the journey of a nation. Beautiful and devastating, Ayana Mathis's

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The Twelve Tribes of Hattie is wondrous from first to last—glorious, harrowing, unexpectedly uplifting, and blazing with life. An emotionally transfixing page-turner, a searing portrait of

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striving in the face of
insurmountable adversity,
an indelible encounter with
the resilience of the human
spirit and the driving force
of the American dream.

A New York Times Notable

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Book of 2020 A Bloomberg
Best Non-Fiction Book of
2020 A Behavioral Scientist
Notable Book of 2020 A
Human Behavior &
Evolution Society Must-Read
Popular Evolution Book of

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2020 A bold, epic account of how the co-evolution of psychology and culture created the peculiar Western mind that has profoundly shaped the modern world. Perhaps you

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are WEIRD: raised in a society that is Western, Educated, Industrialized, Rich, and Democratic. If so, you're rather psychologically peculiar. Unlike much of the world

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today, and most people who have ever lived, WEIRD people are highly individualistic, self-obsessed, control-oriented, nonconformist, and analytical. They focus on

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themselves—their attributes, accomplishments, and aspirations—over their relationships and social roles. How did WEIRD populations become so psychologically distinct?

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What role did these psychological differences play in the industrial revolution and the global expansion of Europe during the last few centuries? In *The WEIRDest People in the*

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World, Joseph Henrich draws on cutting-edge research in anthropology, psychology, economics, and evolutionary biology to explore these questions and more. He illuminates the

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origins and evolution of family structures, marriage, and religion, and the profound impact these cultural transformations had on human psychology. Mapping these shifts

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through ancient history and late antiquity, Henrich reveals that the most fundamental institutions of kinship and marriage changed dramatically under pressure from the Roman

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Catholic Church. It was these changes that gave rise to the WEIRD psychology that would coevolve with impersonal markets, occupational specialization, and free competition—laying

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the foundation for the modern world. Provocative and engaging in both its broad scope and its surprising details, *The WEIRDest People in the World* explores how culture,

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institutions, and psychology shape one another, and explains what this means for both our most personal sense of who we are as individuals and also the large-scale social, political,

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and economic forces that drive human history.

Includes black-and-white illustrations.

Five Tribes

Follow the Rabbit-Proof Fence

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A Practical Guide for
Discovering Purpose for You
and Your Team

We need you to lead us
When Was the Last Time
You Did Something for the
First Time?

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You Can't Be Seen Until You Learn to See

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create

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extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

From the bestselling author of *Linchpin*, *Tribes*, and *The Dip* comes an elegant little

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book that will inspire artists, writers, and entrepreneurs to stretch and commit to putting their best work out into the world. Creative work doesn't come with a guarantee. But there is a pattern to who succeeds

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and who doesn't. And engaging in the consistent practice of its pursuit is the best way forward. Based on the breakthrough Akimbo workshop pioneered by legendary author Seth Godin, *The Practice* will help you

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get unstuck and find the courage to make and share creative work. Godin insists that writer's block is a myth, that consistency is far more important than authenticity, and that experiencing the imposter

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syndrome is a sign that you're a well-adjusted human. Most of all, he shows you what it takes to turn your passion from a private distraction to a productive contribution, the one you've been seeking to share all

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along. With this book as your guide, you'll learn to dance with your fear. To take the risks worth taking. And to embrace the empathy required to make work that contributes with authenticity and joy.

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Countdown to Doomsday The year is 2026. The US military has a new weapon in its arsenal: an intelligent life-form so versatile that it can not only create a new generation of weapons but can become a weapon

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itself—entering a host's body to manipulate (or kill) them. Admiral James Curtiss is tasked with deploying the new weapons, first in Cuba, then Venezuela, then China. But the news of the military's breakthrough has

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gotten out and there are menacing forces trying to steal it. What's more, a single man has somehow harnessed the new power and has become something more than human—godlike and seemingly indestructible. He

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is known only as the Inventor, and he has a warning for humanity: abandon the new technology or the human race will face extinction. It's a countdown to doomsday. But humanity's final fate may be decided in

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the most unlikely of places:
among the primitive tribes
of the Kalahari Desert where
a top secret military
mission has just taken an
unexpected turn.

World of Warcrafters,
LARPers, Settlers of Catan?

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Weird. Beliebers, Swifties, Directioners? Weirder. Paleos, vegans, carb loaders, ovo-lacto-vegetarians? Pretty weird. Mets fans, Yankees fans, Bears fans? Definitely weird. Face it. We're all

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weird. So why are companies still trying to build products for the masses? Why are we still acting like the masses even exist? Weird is the new normal. And only companies that figure that out have any chance of

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survival. This book shows
you how.

What to Do when Its Your
Turn (and Its Always Your
Turn) .

The Icarus Deception

We Need You to Lead Us

Group Instinct and the Fate

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