

Getting Real The Smarter Faster Easier Way To Build A Successful Web Application

A new edition, packed with even more clever tricks and methods that make everyday life easier Lifehackers redefine personal productivity with creative and clever methods for making life easier and more enjoyable. This new edition of a perennial bestseller boasts new and exciting tips, tricks, and methods that strike a perfect balance between current technology and common sense solutions for getting things done. Exploring the many ways technology has changed since the previous edition, this new edition has been jamot of working with the latest Windows and Mac operating systems for both Windows and Apple, getting more done with smartphones and their operating systems, and dealing with the evolution of the web. Even the most tried-and-true hacks have been updated to reflect the contemporary tech world and the tools it provides us. Technology is supposed to make our lives easier by helping us work more efficiently. Lifehacker: The Guide to Working Smarter, Faster, and Better, Third Edition is your guide to making Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller **ReWork**, are back with a manifesto to combat all your modern workplace worries and fears.

Capitalist Nigger is an explosive and jarring indictment of the black race. The book assails the Negro and race, as naturally endowed as any other, is culturally a non-productive race, a consumer race that depends on other communities for its culture. Its language, its feeding and its clothing. Despite enormous natural resources, blacks are economic slaves because they lack the 'devil-may-care' attitude and the 'killer instinct' of the Caucasian, as well as the spider web mentality of the Asian. A Capitalist Nigger must be economic warrior. In putting forward the idea of the Capitalist Nigger, Chika Onyeami charts a road to success whereby black economic warriors employ the 'Spider Web Doctrine' - discipline, self-reliance, ruthlessness - to escape from their victim mentality. Born in Nigeria, Chika Onyeami is a journalist, editor and former diplomat.

Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial. It's a book of Ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based ap web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

The Lifehacker Guide to Working Smarter, Faster, Better

Stronger, Faster, and More Beautiful
Real Aussies Reveal how They've Done it Faster, Smarter and Cheaper

Remote
Rising IQ in the Twenty-First Century

GRIP

Faster, Smarter, Greener

Working Together Without Falling Apart

In Never Enough, Mike Hayes—former Commander of SEAL Team TWO—helps readers apply high-stakes lessons about excellence, agility, and meaning across their personal and professional lives. Mike Hayes has lived a lifetime of once-in-a-lifetime experiences. He has been held at gunpoint and threatened with execution. He's jumped out of a building rigged to explode, helped amputate a teammate's leg, and made countless split-second life-and-death decisions.

He's written countless emails to his family, telling them how much he loves them, just in case those were the last words of his they'd ever read. Outside of the SEALs, he's run meetings in the White House Situation Room, negotiated international arms treaties, and developed high-impact corporate strategies. Over his many years of leadership, he has always strived to be better, to contribute more, and to put others first. That's what makes him an effective leader, and it's the quality that he's identified in all of the great leaders he's encountered. That continual striving to lift those around him has filled Mike's life with meaning and purpose, has made him secure in the knowledge that he brings his best to everything he does, and has made him someone others can rely on. In Never Enough, Mike Hayes recounts dramatic stories and offers battle- and boardroom-tested advice that will motivate readers to do work of value, live lives of purpose, and stretch themselves to reach their highest potential.

The classic guide to working from home and why we should embrace a virtual office. From the bestselling author of *ReWork*: A paradigm-smashing, compulsively readable case for a radically remote workplace --Susan Cain, New York Times bestselling author of *Quiet* Does working from home—or anywhere else but the office—make sense? In Remote, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument.

While providing a complete overview of remote work's challenges, Jason and David persuasively argue that, often, the advantages of working "off-site" far outweigh the drawbacks. In the past decade, the "under one roof" model of conducting work has been steadily declining owing to technology that is rapidly creating virtual workplaces. Today the new paradigm is "move work to the workers, rather than workers to the workplace." Companies see advantages

in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work means working at the best job (not just one that is nearby) and achieving a harmonious work-life balance while increasing productivity. And those are just some of the perks to be gained from leaving the office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you're a manager fretting over how to manage workers who "want out" or a worker who wants to achieve a lifestyle upgrade while still being a top performer professionally, this book is your indispensable guide.

Your next professional move can make or break your career. Are you ready? In business, especially today, you are only as successful as your next career transition. Do well, and you'll be on the fast track to even more challenging roles. Fail, and you could irreparably harm your career—and your organization. In his international bestseller *The First 90 Days*, transition guru Michael D. Watkins outlined a set of basic principles for getting up to speed quickly in new professional roles. Since that book was published Watkins has worked with thousands of leaders, helping them to accelerate their transitions. These leaders posed challenging questions on how to apply the basic principles in real-life situations. The truth that emerged: the First 90 Days framework can be applied in every transition, but the way you apply it is entirely different when you have been promoted to a higher level than it is when you are joining a new organization or taking a role in a different country. Master *Your Next Move* answers a distinct need, focusing on the most common types of transitions leaders face and the unique challenges posed by each. Based on years of research, and now with a new introduction, this indispensable book explores eight crucial transitions virtually everyone encounters during their career, including promotion, leading former peers, onboarding

into a new company, making an international move, and turning around a business in crisis. With real-world examples and many practical models and tools, Master *Your Next Move* is your guide to surviving and thriving as you make your next move... and every one after that.

Imprint. This up-to-the-minute book is a wake-up call to the corporate status quo, and presents a stunning tapestry of anecdotes, object lessons, parodies, ware stories and suggestions, all aimed at illustrating what it will take to survive and prosper in the fast- forward world on the wire.

The End of Business as Usual

by Charles Duhigg | Summary & Analysis

Never Enough

The One-Minute Workout

The Future of the Car and Urban Mobility

Office Not Required

How You Can Learn to Get Healthy, Find Balance and Live Better in the Crazy, Busy, Modern World

Hacking Marketing

Seeks to explain the "Flynn effect" (massive IQ gains over time) and its consequences for gender, race and social equality.

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application

After spending the last 10 years in prison for a crime he did not commit, the author, who advocates for wrongly accused people, shares the fitness program that kept him alive and healthy. Original.

Hello there. Australia is in a credit squeeze and you probably have a growing sense of unease that your housing debt is dangerous. Securing the roof over your head is the safest money move you can make. And you know what? It's not as hard as you think. It's far easier when you know the shortcuts, structures and strategies that I do. What's more, record-low interest rates mean it's never been cheaper. You have a once-in-a-lifetime window - which will close before too long - to get mortgage-free fast and for far less. This is also the perfect way to fight back against fallen property prices. I can tell you firsthand, owing your home outright is a bloody beautiful, freeing feeling - and one that more and more Aussies are seeking. Here, debt-free and debt-focused families from all over the country, generously share surprisingly painless ways to beat a mortgage. Alongside them, I confide how industry insiders, like me, make every dollar count for far more as well as tap into little-known sources of bonus dollars. With our real-life inspiration, "stingspiration" and "win-spiration", YOU can be mortgage-free too! Long-time Sydney Morning Herald/Age columnist and TV money commentator Nicole Pedersen-McKinnon confides the way she worked the system, leveraged lucky breaks and, yes, economised to get debt-free by the age of 36. And many others join

her in revealing their personal secrets to mortgage freedom. Prepare to get informed and inspired ...

Defensive Design for the Web

The Essential Companion to "The First 90 Days"

The New Science of Building Brain Power

Proven Strategies for Getting Up to Speed Faster and Smarter

How 15 Minutes of Neurohacking a Day Can Help You Work Better, Think Faster, and Get More Done

How Meditation Is Changing Business from the Inside Out

Dream Teams

The Power of Habit: by Charles Duhigg | Summary & Analysis

[Make sure your students follow your instructions.] That sounds like a straightforward instruction, but in fact, it's fairly abstract. What does a teacher actually have to do to make sure students are following? Even the leader delivering this direction may not know, and the first-year teacher almost certainly doesn't. The vast majority of teachers are only observed one or two times per year on average and even among those who are observed, scarcely any are given feedback as to how they could improve. The bottom line is clear: teachers do not need to be evaluated so much as they need to be developed and coached. In *Get Better Faster: A 90-Day Plan for Coaching New Teachers*, Paul Bambrick-Santoyo shares instructive tools of how school leaders can effectively guide new teachers to success. Over the course of the book, we break down the most critical actions leaders and teachers must enact to achieve exemplary results. Designed for coaches as well as beginning teachers, *Get Better Faster* is an integral coaching tool for any school leader eager to help their teachers succeed. It's the book's focus on the actionable/practice-able that drives effective coaching. By practicing the concrete actions and micro-skills listed here, teachers will markedly improve their ability to lead a class, producing a steady chain reaction of future teaching success. Though focused heavily on the first 90 days of teacher development, it's possible to implement this work at any time. New and old teachers alike can benefit from the guidance of *Get Better Faster* and close their existing instructional gaps. Packed with practical training tools, including agendas, presentation slides, a coach's guide, handouts, planning templates, and 35 video clips of real teachers at work, *Get Better Faster* will teach you: The core principles of coaching; • *o* Granular, Make Feedback More Frequent, Top action steps to launch a teacher's development in an easy-to-read scope and sequence guide The four phases of skill building: Phase 1 (Pre-Teaching); Dress Rehearsal Phase 2; Instant Immersion Phase 3; Getting into Gear Phase 4: The Power of Discourse

Smarter Faster Better by Charles Duhigg | Summary & Analysis: Smarter Faster Better by Charles Duhigg is a scientifically grounded self-help book that describes ways to increase productivity. Duhigg relates stories about ways to encourage individuals to make decisions and assign their own significant meanings to them, demonstrating that making choices and knowing the meaning of those choices stimulates further action and motivation. Analyses of team productivity programs and the functioning of effective teams show that productive teams should be diverse, call on every team member to participate, and create a safe environment for team members. The best way for teams to set goals is to work toward a stretch goal that also meets the five SMART criteria: the stretch goal should be specific, measurable, achievable, realistic, and based on a set timeline. A set of stretch goals can be achieved with total effort. Those goals should be meaningful and should not distract from the need for new goals when circumstances change, as in a crisis! PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread Summary of Smarter Faster Better - Overview of the book - Important People - Key Takeaways - Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience.

Smart software-led management concepts to accelerate modern marketing in many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software/in from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design "continuous" marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers

to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything/including marketing/flows with the speed and adaptability of software.

*Six interconnected stories that ask how far we will go to remake ourselves into the perfect human specimens, and how hard that will push the definition of human!--

Intentional Living

The Road To Success || A Spider Web Doctrine

A Navy SEAL Commander on Living a Life of Excellence, Agility, and Meaning

Smarter

The Productivity Project

Building the Network of the Future

How To Get Mortgage Free Like Me

The Fourth Industrial Revolution

Detailed summary and analysis of The Power of Habit.

Have you ever wished you could reprogram your brain, just as a hacker would a computer? In this 3-step guide to improving your mental habits, learn to take charge of your mind and banish negative thoughts, habits, and anxiety in just twenty-one days. A seasoned author, comedian, and entrepreneur, Sir John Hargrave once suffered from unhealthy addictions, anxiety, and poor mental health. After cracking the code to unlocking his mind's full and balanced potential, his entire life changed for the better. In *Mind Hacking*, Hargrave reveals the formula that allowed him to overcome negativity and eliminate mental problems at their core. Through a 21-day, 3-step training program, this book lays out a simple yet comprehensive approach to help you rewire your brain and achieve healthier thought patterns for a better quality of life.

John C. Maxwell, #1 New York Times bestselling author, helps readers take the first steps to living a life that matters in INTENTIONAL LIVING. We all have a longing to be significant. We want to make a contribution, to be a part of something noble and purposeful. But many people wrongly believe significance is unattainable. They worry that it's too big for them to achieve. That they have to have an amazing idea, be a certain age, have a lot of money, or be powerful or famous to make a real difference. The good news is that none of those things is necessary for you to achieve significance and create a lasting legacy. The only thing you need to achieve significance is to be intentional. And to do that, all you need to do is start. You can't make an impact sitting still and doing nothing. Every major accomplishment that's ever been achieved started with a first step. Sometimes it's hard, other times it's easy, but no matter what, you have to do it if you want to get anywhere in life. In INTENTIONAL LIVING, John Maxwell will help you take that first step, and the ones that follow, on your personal path through a life that matters.

The world's most trusted guide for leaders in transition Transitions are a critical time for leaders. In fact, most agree that moving into a new role is the biggest challenge a manager will face. While transitions offer a chance to start fresh and make needed changes in an organization, they also place leaders in a position of acute vulnerability. Misteps made during the crucial first three months in a new role can jeopardize or even derail your success. In this updated and expanded version of the international bestseller *The First 90 Days*, Michael D. Watkins offers proven strategies for conquering the challenges of transitions—no matter where you are in your career. Watkins, a noted expert on leadership transitions and advisor to senior leaders in all types of organizations, also addresses today's increasingly demanding professional landscape, where managers face not only more frequent transitions but also steeper expectations once they step into their new jobs. By walking you through every aspect of the transition scenario, Watkins identifies the most common pitfalls new leaders encounter and provides the tools and strategies you need to avoid them. You'll learn how to secure critical early wins, an important first step in establishing yourself in your new role. Each chapter also includes checklists, practical tools, and self-assessments to help you assimilate key lessons and apply them to your own situation. Whether you're starting a new job, being promoted from within, embarking on an overseas assignment, or being tapped as CEO, how you manage your transition will determine whether you succeed or fail. Use this book as your trusted guide.

How to Improve Error Messages, Help, Forms, and Other Crisis Points

Coder to Developer

Mind Hacking

Accomplishing More by Managing Your Time, Attention, and Energy

Upgrade Your Brain, Learn Anything Faster, and Unlock Your Exceptional Life

Capitalist Nigger

How to Be Faster, Smarter, Stronger

Smarter Faster Better

"A riveting look at the birth of a new science." —Daniel H. Pink, author of Drive When he was eight years old, Dan Hurley was labeled a "slow learner" because he still couldn't read. Three years later, he had become a straight A student. Until the publication of a major study in 2008, psychologists believed that intelligence is fixed at birth, that IQ is like a number tattooed on the soul. The new study showed that people can increase their "fluid" intelligence through training. Hurley, who grew up to become an award-winning science journalist, first explored the topic in The New York Times Magazine. In Smarter, he digs deeper by meeting with the field's leading researchers—and becoming a human guinea pig. After just three months of playing computer brain-training games, joining a boot-camp exercise program, learning to play the Renaissance lute, practicing mindfulness meditation and even getting his brain zapped in the name of science, Hurley improved his fluid intelligence by sixteen percent. With humor and heart, Smarter chronicles the rolling field of intelligence research and delivers practical findings to sharpen the minds of children, young adults, seniors, and those with cognitive challenges.

Award-winning entrepreneur and journalist Shane Snow reveals the counterintuitive reasons why so many partnerships and groups break down—and why some break through. The best teams are more than the sum of their parts, but why does collaboration so often fail to fulfill this promise? In *Dream Teams*, Snow takes us on an adventure through history, neuroscience, psychology, and business, exploring what separates groups that simply get by together from those that get better together. You'll learn: * How ragtag teams—from soccer clubs to startups to gangs of pirates—beat the odds throughout history. * Why DaimlerChrysler flopped while the Wu-Tang Clan succeeded, and the surprising factor behind most failed mergers, marriages, and partnerships. * What the Wright Brothers' daily arguments can teach us about group problem solving. * Pioneering women in law enforcement, unlikely civil rights collaborators, and underdog armies that did the incredible together. * The team players behind great social movements in history, and the science of becoming open-minded. Provocative and entertaining, *Dream Teams* is a landmark work that will change the way we think about people, progress, and collaboration.

A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. The *Productivity Project*—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you: · slowing down to work more deliberately; · shrinking or eliminating the unimportant; · the rule of three; · striving for imperfection; · scheduling less time for important tasks; · the 20 second rule to distract yourself from the inevitable distractions; · and the concept of productive procrastination. In an eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

"If you feel like a hostage of your to-do list and struggle to find time for what matters most, this book will be a huge help." —Daniel H. Pink, #1 New York Times bestselling author of *When and Drive We're* all familiar with the signs that things are getting out of hand. The week has barely started and already you're playing catch-up. At the end of another busy day, your to-do list is longer than it was that morning, your inbox overflowing with other people's asks. At times like those, no matter how hard we work, it can feel like we're spinning our wheels. Enter GRIP: The Art of Working Smart, by Dutch entrepreneur and bestselling author Rick Pastoor. GRIP is a fresh and forgiving guide that helps you get things done and free up time for what's important to you. In the space of one year, Rick went from being a 25-year-old engineering hire to leading a team of 30 at Blendle, the New York Times-backed journalism startup. It was clear he needed a new way of working. And fast. So, Rick started experimenting. He'd keep what worked, ditch what didn't, and share with coworkers what he learned along the way. The result is GRIP: a flexible collection of tools and insights that helped the team do their best work. Now it can do the same for you. An overnight sensation in Holland, this bestseller has helped thousands find clarity amid the chaos of our demanding times. Now available in English, for everyone who's looking to reclaim their sanity and add direction to even the most hectic days and weeks. Rick's friendly, no-nonsense approach makes it easy to dive in. The book's pick-and-choose structure, complete with cheat sheets for each section, means you can start applying what you need straightaway. GRIP walks you through: Unlocking the power of everyday tools you're already using like a calendar, to-do list, and email Lowering the volume on distractions to find your focus And freeing up room to think big and grow So you can get started on making your dreams a reality.

The First 90 Days, Updated and Expanded

Upgrade Your Life

Lifehacker

Getting Smarter, Faster, and More Flexible with a Software Centric Approach

Agile Practices to Make Marketing Smarter, Faster, and More Innovative

Limitless

Rework

From the Foreword: "This book lays out much of what we've learned at AT&T about SDN and NFV. Some of the smartest network experts in the industry have drawn a map to help you navigate this journey. Their goal isn't to predict the future but to help you design and build a network that will be ready for whatever that future holds. Because if there's one thing the last decade has taught us, it's that network demand will always exceed expectations. This book will help you get ready." —Randall Stephenson, Chairman, CEO, and President of AT&T Software is changing the world, and networks too. In this in-depth book, AT&T's top networking experts discuss how they're moving software-defined networking from concept to practice, and why it's a business imperative to do this rapidly." —Urs Hölzle, SVP Cloud Infrastructure, Google "Telecom operators face a continuous challenge for more agility to serve their customers with a better customer experience and a lower cost. This book is a very inspiring and vivid testimony of the huge amount of this near-term work on networks and how AT&T is leading it. It provides a lot of very deep insights about the technical challenges telecom engineers are facing today. Beyond AT&T, I'm sure this book will be extremely helpful to the whole industry." —Alain Maloberli, Group Chief Network Officer, Orange Labs Networks "This new book should be read by any organization faced with a shift to software." "It is a holistic view of how AT&T has transformed its core infrastructure from hardware based to largely software based to lower costs and speed innovation. To do so, AT&T had to redefine their technology supply chain, retain their workforce, and move toward open source driven innovation; all while managing one of the biggest networks in the world. It is an amazing feat that will put AT&T in a leading position for years to come." —Jim Zemlin, Executive Director, The Linux Foundation This book is based on the lessons learned from AT&T's software transformation journey starting in 2012 when rampant traffic growth necessitated a change in network architecture and design. Using new technologies such as NFV, SDN, Cloud, and Big Data, AT&T's engineers outlined and implemented a radical network transformation that dramatically reduced capital and operating expenditures. This book describes the transformation in substantial detail. The subject matter is of great interest to telecom professionals worldwide, as well as academic researchers looking to apply the latest techniques in computer science to solving telecom's big problems around scalability, resilience, and survivability.

Being healthy in this crazy, busy, modern world is not easy. For journalist Shannon Harvey, finding a solution to this problem became personal when she was diagnosed with an autoimmune disease that had no known cause and no known cure. After being told by her doctor that she could end up in a wheelchair, she realised she had to take action. This inspired a ten-year journey, where she spent more than \$30,000 on conventional and alternative treatments, searched through thousands of scientific papers, and traveled the world to interview dozens of pioneering health researchers from leading institutions such as Harvard and Stanford. On her road to getting better she met people with remarkable stories of recovery, discovered the truth amidst conflicting medical advice and sorted the quacks from the experts. She has now compiled the latest evidence and her personal experiences into one book to help you find the answers to good health. Discover why: "Meditation can turn off genes affecting disease "Sitting is considered the new smoking "One simple change to your diet can add years to your life "A walk in nature can boost your cancer fighting cells by more than 50% "Getting enough sleep makes you smarter, faster, and even better looking "Being positive can help you heal more quickly from a wound "Loneliness is on par with obesity and addiction as a leading risk factor in chronic disease And much more... From dealing with work stress, to improving your relationships at home, or making healthy habits stick, understand how your mind, body, and the world around you influences your health more than you think. Whether you are struggling to get well, or simply want to know what you can do today to stay healthy, this book is filled with real-world, simple, evidence-based solutions to improve your health from every aspect, adding years to your life and saving you thousands of dollars in medical expenses. This is a guidebook for anyone who wants to get healthy, find balance, and live better.

Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and often wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and improve it over the long term.

What if you could upgrade your brain in 15 minutes a day? Let Elizabeth Ricker, an MIT and Harvard-trained brain researcher turned Silicon Valley technologist, show you how. Join Ricker on a wild and edifying romp through the cutting-edge world of neuroscience and biohacking. You'll encounter Olympic athletes, a game show contestant, a memory marvel, a famous CEO, and scientists galore. From Ricker's decade-long quest, you will learn: ? The brain-based reason so many self-improvement projects fail... ? But how a little-known retinal Nobel Prize winning scientist could finally unlock success? Which four abilities—both cognitive and emotional—can predict success in work and relationships... ? and a new system for improving all four? (Which seven research-tested tools can supersharge mental performance. They range from low-tech (a surprising new mindset) to downright futuristic (an electrical device for at-home brain stimulation) Best of all, you will learn to upgrade your brain with Ricker's 20 customizable self-experiments in a simple, 12-week schedule. Ricker distills insights from dozens of interviews and hundreds of research studies from around the world. She tests almost everything on herself, whether it's nicotine, video games, meditation, or a little-known beverage from the Pacific islands. Some experiments fail hilariously—but others transform her cognition. She is able to sharpen her memory, increase her attention span, boost her mood, and clear her brain fog. By following Ricker's system, you'll uncover your own boosts to mental performance, too. Join a growing, global movement of neurohackers revolutionizing their careers and relationships. Let this book change 15 minutes of your day, and it may just change the rest of your life!

The Smarter, Faster, Easier Way to Build a Successful Web Application

The Secrets of Being Productive in Life and Business

The Art of Working Smart (And Getting to What Matters Most)

How to Change Your Mind for Good in 21 Days

Remarkable Things Happen When You Dare to Dream

A 90-Day Plan for Coaching New Teachers

The Guide to Working Smarter, Faster, and Better

Science Shows a Way to Get Fit That's Smarter, Faster, Shorter

"Two thumbs up!" —Gregory V. Wilson, Dr. Dobbs Journal (October 2004) No one can disparage the ability to write good code. At its highest levels, it is an art. But no one can confuse writing good code with developing goodssoftware. The difference—in terms of challenges, skills, and compensation—is immense. Coder to Developer helps you excel at the manyon-coding tasks entailed, from start to finish, in just about anysuccessful development project. What's more, it equips you with themindset and self-assurance required to pull it all together, sothat you see every piece of your work as part of a coherentprocess. Inside, you'll find plenty of technical argu- as: Choosing and using a source code control system Code generation tools—when and why Preventing bugs with unit testing Tracking, fixing, and learning from bugs Application activity logging Streamlining and systematizing the build process Traditional installations and alternative approaches To pull all of this together, the author has provided the sourcecode for Download Tracker, a tool for organizing your collection ofdownloaded code, that's used for examples throughout this book. Thecode is provided in various states of completion, reflecting everystage of development, so that you can dig deep into the actualprocess of building software. But you'll also develop "softer"skills, in areas such as team management, open sourcecollaboration, user and developer documentation, and intellectualproperty protection. If you want to become someone who can deliver just good code but also a good product, this book is the placeto start. If you must build successful software projects, it'sessential reading.

From the bestselling author of The Power of Habit comes a fascinating new book exploring the science of productivity, and why, in today's world, managing how you think--rather than what you think about--can transform your life. Productivity, recent studies suggest, isn't always about driving ourselves harder, working faster and pushing ourselves toward greater "efficiency." Rather, real productivity relies on managing how we think, identify goals, construct teams and make decisions. The most productive people, companies and organizations don't merely act differently--they envision the world and their choices in profoundly different ways. This book explores eight concepts that are critical to increasing productivity. It takes you into the cockpit of two passenger jets (one crashes) to understand the importance of constructing mental models--telling yourself stories about yourself in order to subconsciously focus on what really matters. It introduces us to basic training in the U.S. Marine Corps, where the internal locus of control is exploited to increase self-motivation. It chronicles the outbreak of Israel's Yom Kippur War to examine cognitive closure--a dangerous trap that stems from our natural desire to feel productive and check every last thing off our to-do lists, causing us to miss obvious risks and bigger opportunities. It uses a high-achieving public school in Cincinnati to illuminate the concept of disfluency, which holds that we learn faster and more deeply when we make the data harder to absorb. It shows how the principles of lean manufacturing--in which decision-making power is pushed to the lowest levels of the hierarchy--allowed the FBI to produce a software system that had eluded them for years. It explores how Disney made Frozen into a record success by encouraging tension among animation teams--a version of what biologists refer to as the Intermediate Disturbance Hypothesis, which posits that nature is most creative when crises occur. With the combination of relentless curiosity, deep reporting and rich storytelling that defined The Power of Habit, Charles Duhigg takes readers from neurology laboratories to Google's brainstorming sessions and illustrates how we can all increase productivity in our lives.

Previously published Wiltshire, 1967. Guide to personal health and success

An instant New York Times bestseller and #1 Wall Street Journal bestseller. JIM KWIK, the world's #1 brain coach, has written the owner's manual for mental expansion and brain fitness. Limitless gives people the ability to accomplish more--more productivity, more transformation, more personal success and business achievement--by changing their Mindset, Motivation, and Methods. These "3 M's" live in the pages of Limitless along with practical techniques that unlock the superpowers of your brain and change your habits. For over 25 years, Jim Kwik has worked closely with successful men and women who are at the top in their fields as actors, athletes, CEOs, and business leaders from all walks of life to unlock their true potential. In this groundbreaking book, he reveals the science-based practices and field-tested tips to accelerate self learning, communication, memory, focus, recall, and speed reading, to create fast, hard results. Learn how to: FLIP YOUR MINDSET Your brain is like a supercomputer and your thoughts program it to run. That's why the Kwik Brain process starts with unmaking assumptions, habits, and procrastinations that stifle you, redrawing the borders and boundaries of what you think is possible. It teaches you how to identify what you want in every aspect of your life, so you can move from negative thinking to positive possibilities. IGNITE YOUR MOTIVATION Uncovering what motivates you is the key that opens up limitless mental capacity. This is where Passion + Purpose + Energy meet to move you closer to your goals, while staying focused and clear. Your personal excitement will be sustainable with self-renewing inspirations. Your mind starts strong, stays strong, and drives further exponentially faster. MASTER THE METHOD We've applied the latest neuroscience for accelerated learning. Our process, programs, podcasts, and products unleash your brain's own superpowers. Finish a book 3x faster through speed reading (and remember every part of it), learn a new language in record time, and master new skills with ease. These are just a few of the life-changing self-help benefits. With Kwik Brain, you'll get brain-fit and level-up your mental performance. With the best Mindset, Motivation and Method, your powers become truly limitless.

Getting Real

Master Your Next Move, with a New Introduction

Dare, Dream, Do

Psycho-Cybernetics

The Cluetrain Manifesto

Are We Getting Smarter?

A Guide to Your Most Powerful Body

Tools and Strategies for Delivering Your Software

A call to redefine mobility so that it is connected, heterogeneous, intelligent, and personalized, as well as sustainable, adaptable, and city-friendly. The twentieth century was the century of the automobile; the twenty-first will see mobility dramatically re-envisioned. Automobiles altered cityscapes, boosted economies, and made personal mobility efficient and convenient for many. We had a century-long love affair with the car. But today, people are more attached to their smartphones than their cars. Cars are not always the quickest mode of travel in cities; and emissions from the rapidly growing number of cars threaten the planet. This book, by three experts from industry and academia, envisions a new world of mobility that is connected, heterogeneous, intelligent, and personalized (the CHIP architecture). The authors describe the changes that are coming. City administrators are shifting from designing cities for cars to designing cities for people. Nations and cities will increasingly employ targeted user fees and offer subsidies to nudge consumers toward more sustainable modes. The sharing economy is coaxing many consumers to shift from being owners of assets to being users of services. The auto industry is responding with connected cars that double as virtual travel assistants and by introducing autonomous driving. The CHIP architecture embodies an integrated, multimode mobility system that builds on ubiquitous connectivity, electrified and autonomous vehicles, and a marketplace open to innovation and entrepreneurship. Consumers will exercise choice on the basis of user experience and efficiency, aided by "intelligent advisors," accessible through their mobile devices. An innovative mobility architecture reconfigured for this century is a social and economic necessity; this book charts a course for achieving it.

Finally, the solution to the #1 reason we don't exercise: time. Everyone has one minute. A decade ago, Martin Gibala was a young researcher in the field of exercise physiology--with little time to exercise. That critical point in his career launched a passion for high-intensity interval training (HIIT), allowing him to stay in shape with just a few minutes of hard effort. It also prompted Gibala to conduct experiments that helped launch the exploding science of ultralow-volume exercise. Now that he's the worldwide guru of the science of time-efficient workouts, Gibala's first book answers the ultimate question: How low can you go? Gibala's fascinating quest for the answer makes exercise experts of us all. His work demonstrates that very short, intense bursts of exercise may be the most potent form of workout available. Gibala busts myths ("It's only for really fit people"), explains astonishing science ("intensity trumps duration"), lays out time-saving life hacks ("exercise snacking"), and describes the fascinating health-promoting value of HIIT (for preventing and reversing disease). Gibala's latest study found that sedentary people derived the fitness benefits of 150 minutes of traditional endurance training with an interval protocol that involved 80 percent less time and just three minutes of hard exercise per week. Including the eight best basic interval workouts as well as four microworkouts customized for individual needs and preferences (you may not quite want to go all out every time), The One-Minute Workout solves the number-one reason we don't exercise: lack of time. Because everyone has one minute.

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

Thinkers50 Management Thinker of 2015 Whitney Johnson has a goal: to help us identify and achieve our dreams. Her belief is that we can each achieve greater happiness when focusing both on our dreams and on other people in our lives. In this inspiring book, Johnson directs her attention to teaching women, in particular, a three-step model for personal advancement and happiness. She first encourages us to Dare to boldly step out, to consider disrupting life as we know it. Then she teaches us how to Dream, to give life to the many possibilities available, whether to start a business, run a marathon, or travel the world. She shows us how to "date" our dreams (no need to commit!) and how to make space for dreams. Finally, Whitney's model brings out the businesswoman in her; she teaches us to Do, to execute our dreams. She showcases the importance of sharing dreams with others to give them life, creating your own "dream team." Rich with real stories of women who have dared to dream, Dare, Dream, Do offers a practical framework for making remarkable things happen.

Choosing a Life That Matters

Stronger, Faster, Smarter

Smarter Tomorrow

Mindful Work

It Doesn't Have to Be Crazy at Work

The Triathlon Training Book

The Whole Health Life

Get Better Faster

Explains how such mindfulness practices as meditation and yoga have helped lower stress and increase mental focus for employees, and offers real-world examples of how mindfulness has benefited large corporations.

The Triathlon Training Book is your one-stop reference for training and competing in a triathlon. Find all the essentials you need to start training and improve your performance: + Clear, customizable training plans for all triathlon distances. + Step-by-step exercises to build your strength. + Incredible illustrations that explain efficiency and speed. + Expert advice on race-day strategy, nutrition, and equipment. + Trustworthy advice on treating common triathlon injuries and maintaining a healthy body. Whether you are a first-timer or a seasoned Ironman veteran, you'll find what you need in The Triathlon Training Book. There's even a special performance chapter with detailed anatomical artwork that explains the physiology and body mechanics for swimming, cycling, and running, so you can see what's happening inside your body as you train.

"Rework" shows you a better, faster, easier way to succeed in business. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you.