

## *Groundswell Expanded And Revised Edition Winning In A World Transformed By Social Technologies*

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: \* You don't have \$6M of investor funds sitting in your bank account \* You're not going to relocate to the handful of startup hubs in the world \* You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

Filled with anecdotal examples from actual professional experiences, Creative Interviewing shows how to turn interviews into writing that make scenes and incidents come alive in the reader's mind. Metzler offers step-by-step instructions on how to prepare for and conduct a good interview, how to obtain dramatic anecdotes from sources, how to cope with dynamics of a series of interviews with certain topics.

This book approaches digital marketing in two ways: from the point of view of the strategic thinker - who might guide the vision in their organization requiring an understanding all of the options available as well as how to evaluate them; and the tactical perspective, for the roll-up-your-sleeves practitioner, who wants to dig in to the details and may even launch campaigns themselves. Each chapter is designed to present frameworks for thinking broadly and structurally about the channel being discussed, but with many examples and exercises to bring the practical deployment of digital marketing into a real-world focus.

Critical Theory Today is the essential introduction to contemporary critical theory. It provides clear, simple explanations and concrete examples of complex concepts, making a wide variety of commonly used critical theories accessible to novices without sacrificing any theoretical rigor or thoroughness. This new edition provides in-depth coverage of the most common approaches to literary analysis today: feminism, psychoanalysis, Marxism, reader-response theory, new criticism, structuralism and semiotics, deconstruction, new historicism, cultural criticism, lesbian/gay/queer theory, African American criticism, and postcolonial criticism. The chapters provide an extended explanation of each theory, using examples from everyday life, popular culture, and literary texts; a list of specific questions critics who use that theory ask about literary texts; an interpretation of F. Scott Fitzgerald's *The Great Gatsby* through the lens of each theory; a list of questions for further practice to guide readers in applying each theory to different literary works; and a bibliography of primary and secondary works for further reading.

Corporate executives struggle to harness the power of social technologies. Twitter, Facebook, blogs, YouTube are where customers discuss products and companies, write their own news, and find their own deals but how do you integrate these activities into your broader marketing efforts? It's an unstoppable groundswell that affects every industry -- yet it's still utterly foreign to most companies running things now. When consumers you've never met are rating your company's products in public forums with which you have no experience or influence, your company is vulnerable. In *Groundswell*, Josh Bernoff and Charlene Li explain how to turn this threat into an opportunity. In this updated and expanded edition of *Groundswell*, featuring an all new introduction and chapters on Twitter and social media integration, you'll learn to:

- Evaluate new social technologies as they emerge
- Determine how different groups of consumers are participating in social technology arenas
- Apply a four-step process for formulating your future strategy
- Build social technologies into your business

*Groundswell* is required reading for executives seeking to protect and strengthen their company's public image.

A Commentary on John Paul II's "Gospel of the Body"

A Guide for Couples

Maximize Your Social

A Basic Introduction to Pope John Paul II's Sexual Revolution

A Developer's Guide to Launching a Startup

Ethical Oil

Open Leadership

Groundswell

**THE NEW YORK TIMES AND USA TODAY BESTSELLER!** The secret to successful word-of-mouth marketing on the social web is easy: **BE LIKEABLE**. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of *Poke the Box* Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people

talking about you. Andy Sernovitz, author of *Word of Mouth Marketing: How Smart Companies Get People Talking* An essential guide for leaders who want to use social media to be "open" while maintaining control "Be Open, Be Transparent, Be Authentic" are the current leadership mantras-but companies often push back. Business is premised on the concept of control and yet the new world order demands openness-leaders do not know how to be open and be in control. This must-have resource will help the modern leader understand how to lead in the new open world-where blogging, twittering, facebooking, and digging are becoming the norm. the author lays out the steps that leaders must take to transform their organizations and themselves into being "open" -and exactly what that will mean. Shows how to use social media to become an open organization Offers basic advice for leaders who are adapting to the new era of openness in the marketplace The author Charlene Li is one of the foremost experts on social media and technologies In easy-to-understand language, this book will help leaders orient themselves to social networking and other technological advances.

Discover how to connect with and inspire employees throughout an organization. Improve your leadership skills -- even if you aren't a "natural" communicator -- with a specific communication strategy that anyone can use. Authors Matha and Boehm present research showing that all managers can improve performance by using the principles outlined in *Beyond the Babble*. They explore why communication is crucial, how and when to do it, how to embed it in an organization's culture, and how to measure results. They also show how internal communications professionals can improve an organization's communication to the outside world. Bob Matha (Chicago, IL) has 30 years of experience in business communications as a consultant and executive. Macy Boehm (Chicago, IL) has spent 15 years in business communications. Matha and Boehm are principals of Basics 3, a leadership communications consulting firm, and also serve as senior internal communications advisors to clients of Ogilvy Public Relations Worldwide.

Christopher West makes John Paul II's theology of the body available for the first time to people at all levels within the Christian community. Love, sexuality, and human flourishing are inseparable. Those who doubted this will find West's book a transforming experience, and those who have been wounded will find liberation and peace. A wonderful education on the meaning of being human. Christopher West teaches the theology of the body and sexual ethics at St John Vianney Theological Seminary in Denver. He is also visiting faculty member of the John Paul II Institute for Studies on Marriage and Family in Melbourne, Australia.

A marriage therapist and pastoral counselor explains that most of the feelings of receiving inadequate love come from unresolved childhood conflicts and describes how adults can learn to flourish as loving and loved people, in a new edition of the best-selling handbook. Reprint. 50,000 first printing.

Leadership Communication that Drives Results  
Creative Strategies and Research-Based Applications  
How to Create a Strategy for Breakthrough Growth

Brand New Justice  
A Strategy for Your Digital Transformation  
Creative Interviewing  
Getting the Love You Want

Written especially for undergraduate students taking their first course in social statistics, this highly accessible bestselling text has been thoroughly revised and updated with the latest General Social Survey data. This new Fourth Edition maintains the same informal, conversational writing style along with the many pedagogical features have led to the previous editions' widespread success. It also introduces new social issues, including more analysis of cultural diversity. In this Fourth Edition, the authors have introduced a strong global perspective by using real-life examples from the International Social Survey Programme that help expand the students' analytical focus beyond the United States.

Critiquing the mass media, and the role those media play in our lives, requires a critical eye. *Media in Society* gives students in upper level media courses a unique narrative-based approach to media criticism, exploring the stories media tell—as well as the stories we tell about the media when we describe how it affects us. Organized thematically, *Media in Society* examines topics like narrative genre, entertainment culture, news, politics, and economics, emphasizing both the pleasures and pitfalls of the media narratives that surround us. Written by an esteemed team of media scholars, specifically for media students, this compact and affordable text makes a great backbone or addition to a media and society course.

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's *Project Management Case Studies* features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam *Project Management Case Studies, Fourth Edition* is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

Divorce. Broken families. Sexual abuse. Addiction. Pornography. Same-sex "marriage." Gender issues. Everywhere we look, we find more and more confusion about the most fundamental truths of human life. As we lose our basic understanding of the meanings of man, woman, marriage, and sex, the question becomes ever

more urgent: What does it mean to be a human being? Against this backdrop, St. John Paul II's Theology of the Body appears as a bright light in the darkness. His writings go straight to the heart of what it means to be human-but they are often difficult for most of us to grasp easily. That's where Christopher West comes in. He covers the main points of this revolutionary teaching in a way that you can understand. You'll see desire-physical, emotional, and spiritual-in a whole new light! The first edition of this book was released in 2004 and instantly became an international best seller. In this updated, revised, and expanded edition, you'll have access to new insights gleaned from West's ongoing study on the subject, as well as wisdom from Pope Benedict XVI and Pope Francis. You'll also discover brand-new insights on how to respond with clarity and compassion to the gender chaos so prevalent in our world today. Book jacket.

Social Media for Strategic Communication: Creative Strategies and Research-Based Applications Second Edition teaches students the skills and principles needed to use social media in persuasive communication campaigns. This book combines cutting edge research with practical, on-the-ground instruction to prepare students for the real-world challenges they'll face in the workplace. By focusing on strategic thinking and awareness, this book gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication – from PR, advertising, and marketing, to non-profit advocacy—gives students a broad base of knowledge that will serve them wherever their careers may lead. The Second Edition features new case studies and exercises and increased coverage of diversity and inclusion issues and influencer marketing trends. INSTRUCTORS: Your students save when you bundle Social Media for Strategic Communication, Second Edition with Freberg's Portfolio Building Activities in Social Media, Second Edition featuring 125 real-world activities across various social media platforms. Order using bundle ISBN 978-1-0718-6142-4.

Strategy and Tactics - 2 Ed

The Social Organization

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks)

Concepts, Practices, Data, Law and Ethics

Marketing in the Groundswell

Outside in

Brave New Work

The Mobile Mind Shift

***This updated third edition presents a wide-scale, interdisciplinary guide to social media. Examining platforms like Facebook, Instagram, LinkedIn, Snapchat, TikTok, Twitter and YouTube, the book analyzes social media's use in journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics – all promoting the critical thinking that is needed to use new, evolving and maturing networking tools effectively within social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry's leading social media innovators and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they will need to both evaluate and utilize current and future forms of social media communication. Among other changes, updates to the third edition include a deep dive into new approaches to analytics, as well as greater discussion of law and ethics in light of the Facebook Cambridge Analytica scandal, the roll-out of GDPR and new case law relating to social media. Social Media Communication is the perfect social media primer for students and professionals, and, with a dedicated teaching guide, ideal for instructors, too.***

***Marketing.***

***It's the new normal. Now all of your employees are Twittering away and friending clients on Facebook. Not to mention customers--who feel obligated to update your Wikipedia entry with product complaints. In this new world, dealing with empowered employees and customers --Insurgents -- is only going to get more challenging. Employees are using this technology in the workplace and customers are using it in the marketplace, and neither obey the rules you set up. This chaos is your future as a manager. You could try to shut it down and shut it off. Or you can harness it and reap the business benefits. According to Josh Bernoff and Ted Schadler of Forrester Research (the organization that brought you Groundswell), your defense against insurgents is to enable them. At its heart, this is a book about how to scale the management of insurgency, both the innovation of insurgent employees and the energy of insurgent customers. The key is a process Forrester calls E Triple S, for the four elements of managing insurgents effectively: empowering, selecting, scaling, and socializing. While it's based in current trends, the core concept of Managing Insurgents -- that the next management and innovation challenge is harnessing individuals empowered by mobile, social, and connected technology -- is a new idea. In the wake of Groundswell, dozens of social-technology-for-business books cropped up. And there are plenty of books on improving your customer service. But there's no serious business book about management, marketing, and innovation in the throes of this trend. When Insurgency hits, it will be perceived not just as a sequel to Groundswell but as the start of a new management philosophy.***

***Description of the phenomenon groundswell, a social trend in which people use technologies to get things they need from each other instead of from companies, and how to turn the force of customers connecting to the advantage of companies.***

***How to align social media with business strategy for real results For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting***

**an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall business objectives and outline how to incorporate these insights into your strategy and planning process. Li and Solis focus their findings and recommendations on how to convince and even rally decision makers at the executive level. Based on interviews with thought leaders, surveys, and extensive research, they show you how to define your social strategy, create alignment across the organization, and use that strategy to support overall business success. Offers actionable best practices for getting the most bang for your social marketing buck Explains seven key success factors for effective social marketing that cover everything from long-term vision and executive support to staffing and technology investment Written by Charlene Li, bestselling author of Open Leadership, and Brian Solis, bestselling author of What's the Future of Business, The End of Business as Usual, and Engage**

**Start Small, Stay Small**

**The Seven Things You Need to Know to Reach Your Customers across TVs, Computers, Tablets, and Mobile Phones**

**What Great Bosses Know**

**The Power of Putting Customers at the Center of Your Business**

**Digital Marketing**

**How Strategy Works in the Real World**

**Project Management**

**Boost Your Career by Saying What You Mean**

Comprehensive and easy to read, this authoritative resource features the most up-to-date, research-based blend of practice and theory related to the issues that impact nursing management and leadership today. Key topics include the nursing professional's role in law and ethics, staffing and scheduling, delegation, cultural considerations, care management, human resources, outcomes management, safe work environments, preventing employee injury, and time and stress management. Research Notes in each chapter summarize relevant nursing leadership and management studies and show how research findings can be applied in practice. Leadership and Management Behavior boxes in each chapter highlight the performance and conduct expected of nurse leaders, managers, and executives. Leading and Managing Defined boxes in each chapter list key terminology related to leadership and management, and their definitions. Case Studies at the end of each chapter present real-world leadership and management situations and illustrate how key chapter concepts can be applied to actual practice. Critical Thinking Questions at the end of each chapter present clinical situations followed by critical thinking questions that allow you to reflect on chapter content, critically analyze the information, and apply it to the situation. A new Patient Acuity chapter uses evidence-based tools to discuss how patient acuity measurement can be done in ways that are specific to nursing. A reader-friendly format breaks key content into easy-to-scan bulleted lists. Chapters are divided according to the AONE competencies for nurse leaders, managers, and executives. Practical Tips boxes highlight useful strategies for applying leadership and management skills to practice.

"According to Pope John Paul II, if we live according to the true meaning of our sexuality, we "fulfill the very meaning of [our] being and existence." The human body is a "theology" because it is meant to be a sign of God's own life and love in the world. With clarity and precision, Christopher West unpacks John Paul II's Theology of the Body, translating it into a language everyone can understand"--Amazon.

Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized-even disillusioned-by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

Recently vilified as the prime dynamic driving home the breach between poor and rich nations, here the branding process is rehabilitated as a potential saviour of the economically underprivileged. Brand New Justice, now in a revised paperback edition, systematically analyses the success stories of the Top Thirteen nations, demonstrating that their wealth is based on the 'last mile' of the commercial process: buying raw materials and manufacturing cheaply in third world countries, these countries realise their lucrative profits by adding value through finishing, packaging and marketing and then selling the branded product on to the end-user at a hugely inflated price. The use of sophisticated global media techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit from globalization. So long the helpless victim of capitalist trading systems, he shows that they can cross the divide and graduate from supplier nation to producer nation. Branding native produce on a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and fundamental to forging a new global economic balance. Anholt argues with a forceful logic, but also backs his hypothesis with enticing glimpses of this process actually beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in 'turning the tide', but above all he demonstrates the very real possibility of enlightened capitalism working as a force for good in global terms.

Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of "customer service" through every facet of the company, from finance to legal to marketing.

Can't Buy Me Like

Leadership and Nursing Care Management - E-Book

Animal Liberation

Engineer Your Business To Win in the Mobile Moment

A Brief Introduction

My Grandma Loves This!

What I Didn't Learn in Business School

Media in Society

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat. Management guru Jill Geisler has coached countless men and women who want to build their leadership skills, help employees do their best work, and make workplaces happy and successful. In **WORK HAPPY**, she provides a practical, step-by-step guide, based on real-world experience, respected research, and lessons that will transform managers and their teams. It's a workshop-in-a-book, designed to produce positive, immediate and lasting results. Whether the reader is an experienced manager, a rookie boss or an aspiring leader, **WORK HAPPY** will supercharge their skills and celebrate the values that make anyone look forward to going to work. Jill Geisler offers concrete steps for improving each element of management including collaboration, communication, conflict resolution, motivation, coaching, and feedback, so that everyone on the team--whether in the office or working offsite--can do their best. **WORK HAPPY** takes management skills to the next level and proves that learning, leadership and life at work can (and should) be fun.

What I Didn't Learn in Business School is a compelling read---whether you're a recent business school grad struggling to apply your new knowledge or an experienced leader who already knows that no strategy is created in a vacuum. --Book Jacket.

Mobile has reprogrammed your customers' brains. Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you? Based on 200 interviews with entrepreneurs and major companies across the globe, *The Mobile Mind Shift* is the first book to explain how you can exploit mobile moments. You'll learn how to:

- Find your customer's most powerful mobile moments with a mobile moment audit.
- Master the IDEA Cycle, the business discipline for exploiting mobile. Align your business and technology teams in four steps: Identify, Design, Engineer, Analyze.
- Manufacture mobile moments as Krispy Kreme does — it sends a push notification when hot doughnuts are ready near you. Result: 500,000 app downloads, followed by a double-digit increase in same-store sales.
- Turn one-time product sales into ongoing services and engagement, as the Nest thermostat does. And master new business models, as Philips and Uber do. Find ways to charge more and create indelible customer loyalty.
- Transform your technology into systems of engagement. Engineer your business and technology systems to meet the ever-expanding demands of mobile. It's how Dish Network not only increased the efficiency of its installers but also created new on-the-spot upsell opportunities. Mobile is rapidly shifting your customers into a new way of thinking. You'll need your own mobile mind shift to respond.

Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. *Maximize Your Social* offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy Outlines preparation for, mechanics of, and maintenance of a successful social media strategy Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker *Maximize Your Social* will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

Social Statistics for a Diverse Society

A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success

Work Happy

Theology of the Body Explained

Social Media Communication

The Writer's Guide to Gathering Information by Asking Questions

Case Studies

The Seven Success Factors of Social Business Strategy

**NYT and WSJ bestselling author Charlene Li guides business leaders deeper than ever before into the uncomfortable and ever-changing terrain of the digital era. The Engaged Leader addresses why leaders need to master a new way of developing relationships and the science of applying the right tools to meet your strategic goals.**

**The Great Lakes are the largest collection of fresh surface water on earth, and more than 40 million Americans and Canadians live in their basin. Will we divert water from the Great Lakes, causing them to end up like Central Asia's Aral Sea, which has lost 90 percent of its surface area and 75 percent of its volume since 1960? Or will we come to see that unregulated water withdrawals are ultimately catastrophic? Peter Annin writes a fast-paced account of the people and stories behind these upcoming battles. Destined to be the definitive story for the general public as well as policymakers, *The Great Lakes Water Wars* is a balanced,**

**comprehensive look behind the scenes at the conflicts and compromises that are the past-and future-of this unique resource.**

**Groundswell, Expanded and Revised Edition Winning in a World Transformed by Social Technologies Harvard Business Press**

**“This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work.” —Seth Godin, author of This is Marketing “This book is a breath of fresh air. Read it now, and make sure your boss does too.” —Adam Grant, New York Times bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg When fast-scaling startups and global organizations get stuck, they call Aaron Dignan. In this book, he reveals his proven approach for eliminating red tape, dissolving bureaucracy, and doing the best work of your life. He's found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more. Is there any hope for a solution? Haven't countless business gurus promised the answer, yet changed almost nothing about the way we work? That's because we fail to recognize that organizations aren't machines to be predicted and controlled. They're complex human systems full of potential waiting to be released. Dignan says you can't fix a team, department, or organization by tinkering around the edges. Over the years, he has helped his clients completely reinvent their operating systems—the fundamental principles and practices that shape their culture—with extraordinary success. Imagine a bank that abandoned traditional budgeting, only to outperform its competition for decades. An appliance manufacturer that divided itself into 2,000 autonomous teams, resulting not in chaos but rapid growth. A healthcare provider with an HQ of just 50 people supporting over 14,000 people in the field—that is named the “best place to work” year after year. And even a team that saved \$3 million per year by cancelling one monthly meeting. Their stories may sound improbable, but in Brave New Work you'll learn exactly how they and other organizations are inventing a smarter, healthier, and more effective way to work. Not through top down mandates, but through a groundswell of autonomy, trust, and transparency. Whether you lead a team of ten or ten thousand, improving your operating system is the single most powerful thing you can do. The only question is, are you ready?**

**As a leader, it's your job to extract maximum talent, energy, knowledge, and innovation from your customers and employees. But how? In The Social Organization, two of Gartner's lead analysts strongly advocate exploiting social technology. The authors share insights from their study of successes and failures at more than four hundred organizations that have used social technologies to foster—and capitalize on—customers' and employees' collective efforts. But the new social technology landscape isn't about the technology. It's about building communities, fostering new ways of collaborating, and guiding these efforts to achieve a purpose. To that end, the authors identify the core disciplines managers must master to translate community collaboration into otherwise impossible results:**

- Vision: defining a compelling vision of progress toward a highly collaborative organization.**
- Strategy: taking community collaboration from risky and random success to measurable business value.**
- Purpose: rallying people around a clear purpose, not just providing technology.**
- Launch: creating a collaborative environment and gaining adoption.**
- Guide: participating in and influencing communities without stifling collaboration.**
- Adapt: responding creatively to change in order to better support community collaboration.**

**The Social Organization highlights the benefits and challenges of using social technology to tap the power of people, revealing what managers must do to make collaboration a source of enduring competitive advantage.**

**Are You Ready to Reinvent Your Organization?**

**The Engaged Leader**

**Writing Without Bullshit**

**Invisible Influence**

**The Case for Canada's Oil Sands**

**Groundswell, Expanded and Revised Edition**

**A User-Friendly Guide**

**Theology of the Body for Beginners**

Many companies make disruption their goal. They believe that if they develop the right innovation, they will disrupt their markets forever and drive the kind of growth worthy of a magazine cover story. But as bestselling author Charlene Li explains, that's not how disruption works. Disruption doesn't create growth; instead, growth creates disruption. Growth is always hard, and disruptive growth is exponentially harder. It requires companies to make tough decisions in the face of daunting uncertainties: Should we bet our company's future on next-generation customers or today's reliable ones? Should we abandon our current business model for an entirely new one? Making bold changes demands bold leadership and, often, massive cultural transformation. Over the years, Li has seen some organizations beat the odds and succeed at becoming disruptive: Adobe, ING Bank, Nokia, Southern New Hampshire University, and T-Mobile, among them. Their stories make it clear that organizations don't have to be tech start-ups or have the latest innovations to transform. What they need to do is develop a disruptive mindset that permeates every aspect of the organization. Li lays out how to do so by focusing on three elements: a strategy designed to meet the needs of future customers; leadership that creates a movement to drive and sustain transformation; and a culture that thrives on disruptive change. Drawing on interviews with some of the most audacious people driving disruptive transformation today, Li will inspire leaders at all levels to answer the call to lead disruptive transformation in their organizations, communities, and society.

Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy don't stand a chance. In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak.

Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.

Simplify your multi-screen marketing by putting consumers at the center of your strategy The rise of the digital age means that consumers have unprecedented access to information and they're no longer interested in a "one size fits all screens" experience. Multi-screen Marketing: The Seven Things You Need to Know to Reach Your Customers Across TVs, Computers, Tablets, and Mobile Phones is a comprehensive guide to understanding the multi-screen consumer. Written by thought leaders from Microsoft's Advertising Division, the book identifies what drives consumer behavior across devices and digital platforms – sequentially, simultaneously, at home, at work and everywhere in between. The underlying concept is that marketers need to move beyond a technology feature-obsessed approach where a device's capabilities dictate one's marketing plan, and instead, focus on the underlying needs and motivations of their customers. This approach can help marketers simplify their strategy, while enabling them to leverage the right screen with the right message in the right moment. Companies are learning that using the same legacy television advertising and content across all digital media will not help them break through the clutter. To truly take advantage of the unprecedented opportunity served up by the multi-screen world, the authors show how bringing consumers firmly back into focus will ultimately deliver more value for marketers. Readers will learn how to tailor their approach to most effectively reach their customers through the following multi-screen pathways: Content Grazing – uses 2+ screens for unrelated content Quantum – transitions sequential activity from one screen to another Investigative Spider-Webbing – views related content on 2+ screens Social Spider-Webbing – sharing and connecting with others on 2+ screens The book includes new research and data exploring how and why consumers navigate across screens as well as real-world examples of consumer-centric multi-screen marketing from companies of all sizes embracing the change. For marketers looking to remain effective in the digital age, Multi-screen Marketing: The Seven Things You Need to Know to Reach Your Customers Across TVs, Computers, Tablets, and Mobile Phones explains how a consumer-centric multi-screen strategy not only simplifies an overly complex and constantly changing marketing landscape, but leads to multi-screen campaigns that connect consumers to brands in meaningful, enduring ways.

How should we treat non-human animals? In this immensely powerful and influential book (now with a new introduction by Sapiens author Yuval Noah Harari), the renowned moral philosopher Peter Singer addresses this simple question with trenchant, dispassionate reasoning. Accompanied by the disturbing evidence of factory farms and laboratories, his answers triggered the birth of the animal rights movement. 'An extraordinary book which has had extraordinary effects... Widely known as the bible of the animal liberation movement' Independent on Sunday In the decades since this landmark classic first appeared, some public attitudes to animals may have changed but our continued abuse of animals in factory farms and as tools for research shows that the underlying ideas Singer exposes as ethically indefensible are still dominating the way we treat animals. As Yuval Harari's brilliantly argued introduction makes clear, this book is as relevant now as the day it was written.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

The Disruptor's Agenda

How to Use Social Media to Tap the Collective Genius of Your Customers and Employees

Rediscovering the Meaning of Life, Love, Sex, and Gender

Beyond the Babble

How Social Technology Can Transform the Way You Lead

Winning in a World Transformed by Social Technologies

The Great Lakes Water Wars

The Hidden Forces that Shape Behavior

**Canada's "no. 1 defender of freedom of speech" and the bestselling author of Shakedown makes the timely and provocative case that when it comes to oil, ethics matter just as much as the economy and the environment. In 2009, Ezra Levant's bestselling book Shakedown revealed the corruption of Canada's human rights commissions and was declared the "most important public affairs book of the year." In Ethical Oil, Levant turns his attention to another hot-button topic: the ethical cost of our addiction to oil. While many North Americans may be aware of the financial and environmental price we pay for a gallon of gas or a barrel of oil, Levant argues that it is time we consider ethical factors as well. With his trademark candor, Levant asks hard-hitting questions: With the oil sands at our disposal, is it ethically responsible to import our oil from the Sudan, Russia, and Mexico? How should we weigh carbon emissions with human rights violations in Saudi Arabia? And assuming that we can't live without oil, can the development of energy be made more environmentally sustainable? In Ethical Oil, Levant exposes the hypocrisy of the West's dealings with the reprehensible regimes from which we purchase the oil that sustains our lifestyles, and offers solutions to this dilemma. Readers at all points on the political spectrum will want to read this timely and provocative new book, which is sure to spark debate. From the Hardcover edition.**

**How Authentic Customer Connections Drive Superior Results**

**Multiscreen Marketing**

**Empowered**

**100 Interesting Factoids about Groundswell, Expanded and Revised Edition**

**Social Media for Strategic Communication**

**Critical Theory Today**

**Unleash Your Employees, Energize Your Customers, and Transform Your Business**