

Malcolm Gladwell 10000 Hour Rule

The #1 New York Times bestseller that has all America talking—with a new afterword on expanding your range—as seen on CNN’s Fareed Zakaria GPS, Morning Joe, CBS This Morning, and more. “The most important business—and parenting—book of the year.” —Forbes “Urgent and important. . . an essential read for bosses, parents, coaches, and anyone who cares about improving performance.” —Dan H. Pink
Shattered for the Financial Times McKinsey Business Book of the Year Award
Plenty of experts argue that anyone who wants to develop a skill, play an instrument, or lead their field should start early, focus intensely, and rack up as many hours of deliberate practice as possible. If you dabble or delay, you’ll never catch up to the people who got a head start. But a clever look at research on the world’s top performers, from professional athletes to Nobel laureates, shows that early specialization is the exception, not the rule. David Epstein examined the world’s most successful athletes, artists, musicians, inventors, forecasters and scientists. He discovered that in most fields—especially those that are complex and unpredictable—generalists, not specialists, are primed to excel. Generalists often find their path late, and they juggle many interests rather than focusing on one. They’re also more creative, more agile, and able to make connections their more specialized peers can’t see. Provocative, rigorous, and engrossing, Range makes a compelling case for actively cultivating inefficiency. Failing a test is the best way to learn. Frequent quitters end up with the most fulfilling careers. The most impactful inventors cross domains rather than deepening their knowledge in a single area. As experts silo themselves further while computers master more of the skills once reserved for highly focused humans, people who think broadly and embrace diverse experiences and perspectives will increasingly thrive. Did your mother remind you to take off your coat when inside or you won’t ‘feel the benefit’ when you leave? Have you ever been informed that what you need to cool down is a nice cup of tea? And are you bored of being told that you have to take that red wine breathe first to improve its taste? If so then ‘Deceived Wisdom’ is the book for you. Organised into easy to read standalone sections, it looks at the facts we all think we know and examines why we don’t know them at all. David Bradley’s clear and witty writing examines the science behind the statements to reveal the truth behind many popular myths. This book is designed to provide the first comprehensive overview of research on the acquisition and training of professional performance.
“Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals.”—Adam Grant, best-selling author of Originals
“Under New Management is a lively, provocative must-read.”—Whitney Johnson, author of Disrupt Yourself. Why accepted management practices don’t work—and how innovative companies are changing the rules
Should your employees know each other’s salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business’s success as a result. “Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too.”—Daniel H. Pink, best-selling author of Drive and To Sell Is Human? “If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read.”—Tom Rath, best-selling author of StrengthsFinder 2.0

The Afrika Reich
Seizing Opportunity in an Unpredictable World
How Little Things Can Make a Big Difference
10,000 Hours: You Become What You Practice, Workbook
Authorisms
Coaching for the Love of the Game
The Debt Trap
Genus Explained

This second edition of *Genetics and Sports* expands on topics previously discussed in an attempt to create an integrated and holistic understanding of the field of sports genomics. It is an update on technologies and on the role of genetics in training, performance, injury, and other exercise-related phenotypes. Ethical concerns and the importance of counselling before and after genetic testing are also addressed. It is increasingly important to understand the field of genetics and sports because of the potential to use and misuse information. All exercise scientists, sport and exercise clinicians, athletes, and coaches need to be adequately informed to ensure that genetic information is accurately and properly used. *Genetics and Sports* is, therefore, highly recommended to all of these groups. Stand out, attract customers and grow your company into a sticky brand. Sticky Branding provides practical, tactical ideas of how mid-market companies – companies with a marketing budget, but not a vast one – are challenging the status quo and growing sticky brands. In this revelatory memoir, the former CEO of Sonic challenges established thinking, offering counterintuitive career advice essential for every professional at all levels, whether you’re just starting out or in the middle of your career. In his bestselling *Outliers*, Malcolm Gladwell introduced readers to the 10,000-hour rule—the foundation of success in any endeavor. But as Clifford Hudson reveals, there are serious pitfalls to this rule. What happens to those who spend years trying to achieve something that doesn’t quite pan out? Do you really have to grind down the same path for many years, sacrificing priorities to become successful? In *Master of None*, Hudson turns expertise on its head and shows that by embracing variety and becoming more versatile, anyone can succeed and become more open to different opportunities in life. To do so, he provides three basic rules that will see any professional through: Don’t plan, explore Don’t specialize, generalize Don’t keep your head down, turn it up toward opportunity In this thought-provoking memoir, Hudson asks whether or not mastery is even necessary to succeed. Most people don’t need to be experts in their field. Yes, the successful know more than the average person about a particular topic, and they often possess a better-than-average ability with a particular skillset; but not everyone who is successful is an expert, he makes clear. More importantly, in today’s technology-driven environment, change is the only constant, including the nature of work and the skills required to do it. Over-investing in expertise is often riskier than learning to be adaptive and open to new knowledge, ideas, and skills. Experience can also lead to overconfidence. And yet we continue to deeply value the expertise ideal. Groundbreaking and thought provoking, *Master of None* is a new way forward to help businesses and professionals at all levels thrive.

Getting through to someone is a critical, fine art. Whether you are dealing with a harried colleague, a stressed-out client, or an insecure spouse, things will go from bad to worse if you can't break through emotional barricades and get your message thoroughly communicated and registered. Drawing on his experience as a psychiatrist, business consultant, and coach, author Mark Goulston combines his background with the latest scientific research to help you turn the "impossible" and "unreachable" people in their lives into allies, devoted customers, loyal colleagues, and lifetime friends. In *Just Listen*, Goulston provides simple yet powerful techniques you can use to really get through to people including how to: make a powerful and positive first impression; listen effectively; make even a total stranger (potential client) feel understood; talk an angry or aggressive person away from an instinctual, unproductive reaction and toward a more rational mindset; and achieve buy-in—the linchpin of all persuasion, negotiation, and sales. Whether they're coworkers, friends, strangers, or enemies, the first make-or-break step in persuading anyone to do anything is getting them to hear you out. The invaluable principles in *Just Listen* will get you through that first tough step with anyone. With this groundbreaking book, you will be able to master the fine but critical art of effective communication.

The Playmaker’s Advantage
Peak
How a Jack-of-All-Trades Can Still Reach the Top
What the Dog Saw
Toward Measurement of Expert Performance and Design of Optimal Learning Environments
Sex and the brain
The Story of Success

Deceived Wisdom
The relationship between the human brain and sexuality analyzes the roots and causes of male and female sexual behavior, abilities, pleasures, and skills and discusses the nature of gender

Tune In is the first volume of All These Years—a highly-anticipated, groundbreaking biographical trilogy by the world’s leading Beatles historian. Mark Lewisohn uses his unprecedented archival access and hundreds of new interviews to construct the full story of the lives and work of John Lennon, Paul McCartney, George Harrison, and Ringo Starr. Ten years in the making, *Tune In* takes the Beatles from before their childhoods through the final hour of 1962—when, with breakthrough success just days away, they stand on the cusp of a whole new kind of fame and celebrity. They’ve one hit record (“Love Me Do”) behind them and the next (“Please Please Me”) primed for release, their first album session is booked, and America is clear on the horizon. This is the lesser-known Beatles story—the pre-Fab years of Liverpool and Hamburg—and in many respects the most absorbing and incredible period of them all. Here is the complete and true account of their family lives, childhoods, teenage years and their infatuation with American music, here is the riveting narrative of their unforgettable days and nights in the Cavern Club, their laughs, larks and adventures when they could move about freely, before fame closed in. For those who’ve never read a Beatles book before, this is the place to discover the young men behind the icons. For those who think they know John, Paul, George, and Ringo, it’s time to press the *Reset* button and tune into the real story, the lasting word.

An Art of Learning: Illuminating lexicography of words coined by authors throughout the ages, published on the “sesquicentennial” (450th anniversary) of Shakespeare’s birth. William Shakespeare’s written vocabulary consisted of 17,245 words, including hundreds that were coined or popularized by him. Some of the words never went further than their appearance in his plays, but others—like *bedazzled*, *hurry*, *critical*, and *anchovy*—are essential parts of our standard vocabulary today. Many other famous and lesser-known writers have contributed to the popular lexicon. According to the Oxford English Dictionary, Sir Walter Scott ranks second to Shakespeare in first uses of words and giving a new and distinct meaning to already existing words (Free Lances for freelancers). John Milton minted such terms as earthshaking, lovelorn, by hook or crook, and *all Hell broke loose*, and was responsible for introducing some 630 words. Gifted lexicographer Paul Dickson deftly sorts through neologisms by Chaucer (a ha), Jane Austen (base ball), Louisa May Alcott (co-ed), Mark Twain (hard-boiled), Kurt Vonnegut (granfalloon), John le Carré (mole), William Gibson (cyberspace), and many others. Presenting stories behind each word and phrase, Dickson enriches our appreciation of the English language in a book as entertaining as it is enlightening.

OutliersThe Story of SuccessPenguin UK
How All of Us Can Achieve Extraordinary Things
Peak Performance Every Time
Discover the Secret to Getting Through to Absolutely Anyone
Changing the Game
Persuading Others Begins With You
The Sports Gene
Under New Management

Underdogs, Misfits, and the Art of Battling Giants
*“This book is a breakthrough, a lyrical, powerful, science-based narrative that actually shows us how to get better (much better) at the things we care about.”—Seth Godin, author of Linchpin “Anyone who wants to get better at anything should read [Peak]. Rest assured that the book is not mere theory. Ericsson’s research focuses on the real world, and he explains in detail, with examples, how all of us can apply the principles of great performance in our work or in any other part of our lives.”—Fortune Anders Ericsson has made a career studying chess champions, violin virtuosos, star athletes, and memory mavens. Peak distills three decades of myth-shattering research into a powerful learning strategy that is fundamentally different from the way people traditionally think about acquiring new abilities. Whether you want to stand out at work, improve your athletic or musical performance, or help your child achieve academic goals, Ericsson’s revolutionary methods will show you how to improve at almost any skill that matters to you. “The science of excellence can be divided into two eras: before Ericsson and after Ericsson. His groundbreaking work, captured in this brilliantly useful book, provides us with a blueprint for achieving the most important and life-changing work possible: to become a little bit better each day.”—Dan Coyle, author of The Talent Code “Ericsson’s research has revolutionized how we think about human achievement. If everyone would take the lessons of this book to heart, it could truly change the world.”—Joshua Foer, author of Moonwalking with Einstein
*Learning Chinese can be frustrating and difficult, partly because it’s very different from European languages. Following a teacher, textbook or language course is not enough. They show you the characters, words and grammar you need to become proficient in Chinese, but they don’t teach you how to learn them! Regardless of what program you’re in (if any), you need to take responsibility for your own learning. If you don’t, you will miss many important things that aren’t included in the course you’re taking. If you study on your own, you need to be even more aware of what you need to do, what you’re doing at the moment and the difference between them. Here are some of the questions I have asked and have since been asked many times by students: How do I learn characters efficiently? How do I get the most out of my course or teacher? Which are the best learning tools and resources? How can I become fluent in Mandarin? How can I improve my pronunciation? How do I learn successfully on my own? How can I motivate myself to study more? How can I fit learning Chinese into a busy schedule? The answers I’ve found to these questions and many others form the core of this book. It took eight years of learning, researching, teaching and writing to figure these things out. Not everybody has the time to do that! I can’t go back in time and help myself learn in a better way, but I can help you! This book is meant for normal students and independent language learners alike. While it covers all major areas of learning, you won’t learn Chinese just by reading this book. It’s like when someone on TV teaches you how to cook: you won’t get to eat the delicious dish just by watching the program; you have to do the cooking yourself. That’s true for this book as well. When you apply what you learn, it will boost your learning, making every hour you spend count for more, but you still have to do the learning yourself. This is what a few readers have said about the book: “The book had me nodding at a heap of things I’d learnt the hard way, wishing I knew them when I started, as well as highlighting areas that I’m currently missing in my study.” - Geoff van der Meer, VP engineering “This publication is like a bible for anyone serious about Chinese proficiency. It’s easy for anyone to read and written with scientific precision.” - Zachary Danz, foreign teacher, children’s theatre artist About me I started learning Chinese when I was 23 (that’s more than eight years ago now) and have since studied in many different situations, including serious immersion programs abroad, high-intensity programs in Sweden, online courses, as well as on the side while working or studying other things. I have also successfully used my Chinese in a graduate program for teaching Chinese as a second language, taught entirely in Chinese mostly for native speakers (the Graduate Institute for Teaching Chinese as a Second Language at National Taiwan Normal University). All these parts have contributed to my website. Hacking Chinese, where I write regularly about how to learn Mandarin.**

‘Anyone who wants to get better at anything should read Peak.’ Fortune Do you want to stand out at work, improve your athletic or musical performance, or help your child achieve academic goals? Anders Ericsson has made a career studying chess champions, violin virtuosos, star athletes, and memory mavens. Peak distils three decades of myth-shattering research into a powerful learning strategy that is fundamentally different from the way people traditionally think about acquiring new abilities. Ericsson’s revolutionary methods will show you how to improve at almost any skill that matters to you, and that you don’t have to be a genius to achieve extraordinary things. ‘Remarkable...who among us doesn’t want to learn how to get better at life?’ Stephen J. Dubner, co-author of Freakonomics ‘This book...could truly change the world’ Joshua Foer, author of Moonwalking with Einstein Offers an account of child genius Taylor Wilson’s successful quest to build his own nuclear reactor at the age of 14, and an exploration of how gifted children can be nurtured to do extraordinary things. 35,000 first printing. Illustrations.

Leadership

Winning the Ten Commitments That Drive Sales

Extreme Science, Extreme Parenting, and How to Make a Star

The Tipping Point

Aftermath of THE BELGIARIAD and THE MALLOREON

The ParentOs Guide to Raising Happy, High Performing Athletes, and Giving Youth Sports Back to Our Kids

The Beatles: All These Years

Memoirs of a Paris Adventure

“Always be closing!” —Glengarry Glen Ross, 1992 “Never Be Closing!” —a sales book title, 2014 “?????” —salespeople everywhere, 2017 For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the “take delivery” close to the “now or never” close. But these tactics often alienated customers, leading to fads for the “soft” close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes. Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you’ve set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You’ll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he’s back with a new book full of proven tactics and useful examples. *The Lost Art of Closing* will help you win customer commitment at ten essential points along the purchase journey. For instance, you’ll discover how to: Compete on value, not price, by securing a Commitment to Invest early in the process. Ask for a Commitment to Build Consensus within the client’s organization, ensuring that your solution has early buy-in from all stakeholders. Prevent the possibility of the sale falling through at the last minute by proactively securing a Commitment to Resolve Concerns. The Lost Art of Closing will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.1

Malcolm Gladwell asks the questions you never even thought to ask (and will change the way you think) about everything from criminal profiling to ketchup.

In an unorthodox approach, Georgetown University professor Cal Newport debunks the long-held belief that “follow your passion” is good advice, and sets out on a quest to discover the reality of how people end up loving their careers. Not only are pre-existing passions rare and have little to do with how most people end up loving their work, but a focus on passion over skill can be dangerous, leading to anxiety and chronic job hopping. Spending time with organic farmers, venture capitalists, screenwriters, freelance computer programmers, and others who admitted to deriving great satisfaction from their work, Newport uncovers the strategies they used and the pitfalls they avoided in developing their compelling careers. Cal reveals that matching your job to a pre-existing passion does not matter. Passion comes after you put in the hard work to become excellent at something valuable, not before. In other words, what you do for a living is much less important than how you do it. With a title taken from the comedian Steve Martin, who once said his advice for aspiring entertainers was to “be so good they can’t ignore you,” Cal Newport’s clearly written manifesto is mandatory reading for anyone fretting about what to do with their life, or frustrated by their current job situation and eager to find a fresh new way to take control of their livelihood. He provides an evidence-based blueprint for creating work you love, and will change the way you think about careers, happiness, and the crafting of a remarkable life.

Discover the next frontier in sports training—improving your mental game, no matter your age or experience—and how to become the Playmaker, both in your professional and personal life. Coaches search for it. Parents dream of it. Fans love it. Athletes want it. The playmaker on any sports team possesses it: an elusive, intangible quality combining anticipation, perception, and decision-making skills. This quality raises their game above the competition and allows them to pass when no one else can, anticipate the movement of opponents, avoid costly mental mistakes, and ultimately, hold the team together. Now, for the first time, cognitive science research is revealing the secrets of the playmaker’s keen sense of awareness. Just as tests of speed, strength, and agility have provided a baseline of physiological biomarkers, coaches can now capture cognitive metrics including attention, pattern recognition, anticipation, and the ability to take quick, decisive action during the chaos of competition. The Playmaker’s Advantage is a groundbreaking book that will educate athletes of all ages about this essential creative capability in an accessible, easy to understand method.

Range

The Boy Who Played with Fusion

Just Listen

Selling Ideas in a World of Skeptics

Outliers

The Rivan Codex

Do Humankind’s Best Days Lie Ahead?

How to Learn Anything . . . Fast!

A book for all enthusiastic adult players. Michael de la Maza reveals the secrets of a unique study plan which he used to transform his level of play in just a twelve month period.

This study controversially suggests genius is made not born by tracing the lives of famous figures.

What if everything you know about talent, hard work, and great performance is wrong? Few, if any, of the people around you are truly great at what they do. But why aren’t they? Why don’t they manage businesses like Jack Welch or Andy Grove, play golf like Tiger Woods or play the violin like Itzhak Perlman? Asked to explain why a few people truly excel, most of us offer one of two answers: hard work or a natural talent. However, scientific evidence doesn’t support the notion that specific natural talents make great performers. In one of the most popular *Fortune* articles in years, Geoff Colvin offered new evidence that top performers in any field - from Tiger Woods and Winston Churchill to Warren Buffett and Jack Welch - are not determined by their inborn talents. Greatness doesn’t come from DNA but from practice and perseverance honed over decades. And not just plain old hard work, but a very specific kind of work. The key is how you practice, how you analyze the results of your progress and learn from your mistakes, that enables you to achieve greatness. Now Colvin has expanded his article with much more scientific background and real-life examples. He shows that the skills of business - negotiating deals, evaluating financial statements, and all the rest - obey the principles that lead to greatness, so that anyone can get better at them with the right kind of effort. Even the hardest decisions and interactions can be systematically improved. This new mind-set, combined with Colvin’s practical advice, will change the way you think about your job and career - and will inspire you to achieve more in all you do.

Kluger’s brilliant novel tells of George Canaris, a writing professor who is on the verge of forced retirement at a small college in Ohio when he is killed by a hit-and-run driver. Kluge’s creation of Canaris as the first faculty member in half a century whose death merits an obituary in the *New York Times* is right on the money. A writer, a critic, a professor, a campus legend and a national figure, the very embodiment of the liberal arts, the fictional *Times* obituary said. And a mystic. Canaris, hero and anti-hero, was the author of two well-received novels and a book of essays, all published more than thirty years ago. Taken together, they were the beginnings of an impressive shelf to which, in all his years in Ohio, he added nothing. Compared to Faulkner and Dos Passos at the start of his career, the *Times* observed, in the end Canaris resembled Harper Lee. With a book listed among the 100 greatest novels of all time, decades separating Canaris from the hefty advance taken on his next book *The Beast*, which was to be his masterpiece and not a page to show of it, Canaris is a great fictional creation an enigma. Inevitably, speculation grows that the book was a myth, a lie, a joke. Every passing year made skeptics more confident. But never certain. Upon his death, Mark May, a young English professor who barely knew him finds himself named as Canaris’s literary executor executor of what is unclear. Thus begins a search through lives and letters that is at once gripping, hilarious and affirming. A true page-turner, P.F. Kluge’s *Gone Tomorrow*, is equal parts Richard Russo and Michael Chabon, and yet entirely unlike anything you’ve ever read.

Why Skills Trump Passion in the Quest for Work You Love

Talent Is Overrated

A Practical Guide to Learning Mandarin

Secrets from the New Science of Expertise

The Lost Art of Closing

Genetics and Sports

Crowdsourcing Paris

The Click Moment

What to Say, How to Say It, Why It Matters If you’re trying to sell something—whether it’s a product, a service, or an idea—you are facing a new era of consumers who listen less and question more. The Language of Trust is for anyone who must sell ideas, products, services, or even themselves to a public that just doesn’t want to hear it. Based on pioneering consumer research, *The Language of Trust* shows you how to regain the confidence of your clients and customers and communicate with them on their terms. You’ll learn what words to use, what words to lose, and how to structure your message to overcome skepticism and build and keep the trust of your audience.

Explore the power of the underdog in Malcolm Gladwell’s dazzling examination of success, motivation, and the role of adversity in shaping our lives. From the bestselling author of *The Bomber Mafia*, Three thousand years ago on a battlefield in ancient Palestine, a shepherd boy felled a mighty warrior with nothing more than a stone and, ever since then the names of David and Goliath have stood for battles between underdogs and giants. David’s victory was improbable and miraculous. He shouldn’t have won. Or should he have? In *David and Goliath*, Malcolm Gladwell challenges how we think about obstacles and disadvantages, offering a new interpretation of what it means to be discriminated against, or cope with a disability, or lose a parent, or attend a mediocre school, or suffer from any number of other apparent setbacks. Gladwell begins with the real story of what happened between the giant and the shepherd boy those many years ago. From there, David and Goliath examines Northern Ireland’s Troubles, the minds of cancer researchers and civil rights leaders, murder and the high costs of revenge, and the dynamics of successful and unsuccessful classrooms—all to demonstrate how much of what is beautiful and important in the world arises from what looks like suffering and adversity. In the tradition of Gladwell’s previous bestsellers—*The Tipping Point*, *Blink*, *Outliers* and *What the Dog Saw*—David and Goliath draws upon history, psychology, and powerful storytelling to reshape the way we think of the world around us.

We become masters of our own lives through long-term, step-by-step processes. There are simple practices for cultivating wealth, health, intimate relationships, spirituality, and mastery, and 10,000 Hours: You Become What You Practice outlines them all. This companion workbook will serve as your own personal mentor and guide as you implement and integrate the suggested practices. You will begin to see changes and improvements in these five areas of your life, and, most importantly, you will grow more confident and empowered by each practice you put into place. The journey of 10,000 miles starts with just one step—and you are taking that step.

Forget the 10,000 hour rule—what if it’s possible to learn the basics of any new skill in 20 hours or less? Take a moment to consider how many things you want to learn to do. What ‘s on your list? What ‘s holding you back from getting started? Are you worried about the time and effort it takes to acquire new skills—time you don ’t have and effort you can ’t spare? Research suggests it takes 10,000 hours to develop a new skill. In this nonstop world when will you ever find that much time and energy? To make matters worse, the early hours of practicing something new are always the most frustrating. That ‘s why it ‘s difficult to learn how to speak a new language, play an instrument, hit a golf ball, or shoot great photos. It ‘s so much easier to watch TV or surf the web . . .

In *The First 20 Hours*, Josh Kaufman offers a systematic approach to rapid skill acquisition—how to learn any new skill as quickly as possible. His method shows you how to deconstruct complex skills, maximize productive practice, and remove common learning barriers. By completing just 20 hours of focused, deliberate practice you ‘ll go from knowing absolutely nothing to performing noticeably well. Kaufman personally field-tested the methods in this book. You ‘ll have a front row seat as he develops a personal yoga practice, writes his own web-based computer programs, teaches himself to type upon a nonstandard keyboard, explores the oldest and most complex board game in history, picks up the ukulele, and learns how to windsurf. Here are a few of the simple techniques he teaches: Define your target performance level: Figure out what your desired level of skill looks like, what you ’re trying to achieve, and what you ’ re doing. The more specific, the better. Deconstruct the skill: Most of the things we think of as skills are actually bundles of smaller subskills. If you break down the subcomponents, it ‘s easier to figure out which ones are most important and practice those first. Eliminate barriers to practice: Removing common distractions and unnecessary effort makes it much easier to sit down and focus on deliberate practice. Create fast feedback loops: Getting accurate, real-time information about how well you ’re performing during practice makes it much easier to improve. Whether you want to paint a portrait, launch a start-up, fly an airplane, or juggle flaming chainsaws, *The First 20 Hours* will help you pick up the basics of any skill in record time . . . and have more fun along the way.

The First 20 Hours

How to Raise Your Mental Game to the Next Level

The Language of Trust

Development of Professional Expertise

Master of None

The Art of Influence

Sticky Branding

How Leading Organizations Are Upending Business as Usual

Chris Widener’s message about influence is refreshing: that it’s not something you “do” to other people but rather something that starts with how you shape and transform your own life. Forget about manipulation and slick fast-talking; true influencers change themselves first.

More than 45 million children play youth sports in the United States each year, and most are coached by parent volunteers with good intentions but little training. This lack of training and an overemphasis on winning often results in stress and frustration for coaches and players alike, which can discourage young athletes so much that they walk away from sports altogether. With this new guide for amateur parent coaches, Jennifer Etnier, author of *Bring Your ‘A’ Game*, aims to change that. Etnier offers a system of positive coaching that can be applied to any sport, from the beginner level to high school athletics, and explains that good coaching requires working with young athletes at their developmental level and providing feedback designed to keep children engaged and having fun. Etnier gives you an easy-to-understand guide on important aspects of successful coaching—including information on the development of children’s motor skills, communication with a young athlete’s parents, and nurturing a growth-oriented mind-set—making this a critical resource for youth coaches of all experience levels.

Progress. It is one of the animating concepts of the modern era. From the Enlightenment onwards, the West has had an enduring belief that through the evolution of institutions, innovations, and ideas, the human condition is improving. This process is supposedly accelerating as new technologies, individual freedoms, and the spread of global norms empower individuals and societies around the world. But is progress inevitable? Its critics argue that human civilization has become different, not better, over the last two and a half centuries. What is seen as a breakthrough or innovation in one period becomes a setback or limitation in another. In short, progress is an ideology not a fact; a way of thinking about the world as opposed to a description of reality. In the seventeenth semi-annual Munk Debates, which was held in Toronto on November 6, 2015, pioneering cognitive scientist Steven Pinker and bestselling author Matt Ridley squared off against noted philosophy Alain de Botton and bestselling author Malcolm Gladwell to debate whether humankind’s best days lie ahead.

From Guy Saville, the explosive new thriller of a world that so nearly existed Africa, 1952. More than a decade has passed since Britain’s humiliation at Dunkirk brought an end to the war and the beginning of an uneasy peace with Hitler. The swastika flies from the Sahara to the Indian Ocean. Britain and a victorious Nazi Germany have divided the continent. The SS has crushed the native populations and forced them into labor. Gleaming automagins bisect the jungle, jet fighters patrol the skies. For almost a decade an uneasy peace has ensued. Now, however, the plans of Walter Huchburg, messianic racist and architect of Nazi Africa, threaten Britain’s ailing colonies. Sent to curb his ambitions is Burton Cole: a one-time assassin torn between the dark heart of the old score with Hochburg. If he fails unambiguously horrors will be unleashed on the continent. No one – black or white – will be spared. But when his mission turns to disaster, Huchburg must flee for his life. It is a fight that will take him from the unhelp ground of Congo to SS slave camps to war-torn Angola – and finally a conspiracy that leads to the dark heart of

The Afrika Reich itself.

Research Findings, Practice, and Skills

12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

Tune In

Why What You Thought Was Right Is Wrong

Hacking Chinese

Rapid Chess Improvement

Inside the Science of Extraordinary Athletic Performance

Peak performance should not be left to chance. Rather than hoping that you will perform at your best, why not engineer your performance? Peak Performance Every Time incorporates principles from sport psychology and performance coaching and applies these to all areas of life. Using illustrations and real-world examples from top athletes and business executives, it focuses on the three main components that underpin performance: Confidence Motivation Focus. As well as offering practical strategies to help the reader achieve their optimal mindset, it also explains how to coach others to perform to their potential. Throughout, the book is underpinned by theoretical frameworks, literature and research findings and will be invaluable to anyone trying to reach their full potential, in particular athletes, coaches, managers and executives. It may also be of interest to sports psychology, management and business students.

The New York Times bestseller - with a new afterword about early specialization in youth sports - from the author of Range: Why Generalists Triumph in a Specialized World. The debate is as old as physical competition. Are stars like Usain Bolt, Michael Phelps, and Serena Williams genetic freaks put on Earth to dominate their respective sports? Or are they simply normal people who overcome their biological limits through sheer force of will and obsessive training? In this controversial and engaging exploration of athletic success and the so-called 10,000-hour rule, David Epstein tackles the great nature vs. nurture debate and traces how far science has come in solving it. Through on-the-ground reporting from below the equator and above the Arctic Circle, revealing conversations with leading scientists and Olympic champions, and interviews with athletes who have rare genetic mutations or physical traits, Epstein forces us to rethink the very nature of athleticism.

The modern day youth sports environment has taken the enjoyment out of athletics for our children. Currently, 70% of kids drop out of organized sports by the age of 13, which has given rise to a generation of overweight, unhealthy young adults. There is a solution. John O’Sullivan shares the secrets of the coaches and parents who have not only raised elite athletes, but have done so by creating an environment that promotes positive core values and teaches life lessons instead of focusing on wins and losses, scholarships, and professional aspirations. Changing the Game gives adults a new paradigm and a game plan for raising happy, high performing children, and provides a national call to action to return youth sports to our kids.

From the bestselling author of The Bomber Mafia: discover Malcolm Gladwell’s breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. “A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world.”—Michael Lewis

David and Goliath

So Good They Can't Ignore You
What Really Separates World-Class Performers from Everybody Else
Why Generalists Triumph in a Specialized World
Gone Tomorrow
A Novel
Words Wrought by Writers
A Practical Guide for Working with Young Athletes

In the story of every great company and career, there is one defining moment when luck and skill collide. This book is about making that moment happen. According to Frans Johansson's research, successful people and organizations show a common theme. A lucky moment occurs and they take advantage of it to change their fate. Consider how Diane von Furstenberg saw Julie Nixon Eisenhower and top, and created the timeless, elegant wrap-dress. That was a "click moment" of unexpected opportunity. Johansson uses stories from throughout history to illustrate the specific actions we can take to create more click moments, place lots of high-potential bets, open ourselves up to chance encounters, and harness the complex forces of success that follow.

Join David and Leigh Edings on a fascinating behind-the-scenes tour of the extensive background materials they compiled before beginning the masterpiece of epic fantasy unforgettably set down in The Belgariad and The Malloreon and their two companion volumes, Belgarath the Sorcerer and Polgara the Sorceress. Our tour stretches from the wealthy Empire of Tolnedra to the remote Isle of Ulgoland to the forbidding reaches of darkest Malloreon. Along the way, you will meet old friends and enemies alike. Rare volumes will be opened to your eyes. Sacred holy books in which you may read the secrets of the Gods themselves and of their prophets. Scholarly histories of the rise and fall of empires from the Imperial Library at Tol Honeth. The profound mysteries of the Malloreon CODEX will enrich your understanding of all that has gone before . . . and whet your appetite for more spectacular adventures from this talented team.

From the bestselling author of Blink and The Tipping Point, Malcolm Gladwell's Outliers: The Story of Success overturns conventional wisdom about genius to show us what makes an ordinary person an extreme overachiever. Why do some people achieve so much more than others? Can they lie so far out of the ordinary? In this provocative and inspiring book, Malcolm Gladwell looks at everyone from athletes, software billionaires to scientific geniuses. To show that the story of success is far more surprising, and far more fascinating, than we could ever have imagined. He reveals that it's as much about where we're from and what we do, as who we are - and that no one, not even a genius, ever makes it alone. Outliers will change the way you think about your own life story, and about what makes a brilliant storyteller; he can see what those stories tell us, the lessons they contain. Guardian 'Malcolm Gladwell is a global phenomenon ... he has a genius for making everything he writes seem like an impossible adventure' Observer 'He is the best kind of writer - the kind who makes you feel like you're a genius, rather than he's a genius' The Times

When a cautious writer, J.H. Bunting, decides to take his family to Paris, he realizes he's just \$400 short. To raise the money his audience donates to 12 adventures they chose for him to accomplish in Paris. What follows is a series of uncomfortable, amusing, and sometimes life-threatening adventures in one of the most beautiful cities in the world. Bunting finds dead authors in Pere Lachaise and under Arch de Triumphe, and gets lost in the 100 miles of illegal catacombs 60 m below the city. Follow Bunting as he stumbles his way through Paris and witness a side of the City of Light you've never seen before. And Other Adventures