

## Our Team The Stagwell Group

*Business acumen has emerged as a critical consideration for communicators. But if you're a public relations, advertising or communication professional that didn't go to business school, how can you make sure you have the abilities and skills to evolve along with your role? Business Acumen for Strategic Communicators is the book for you.*

**BUILD AN INVINCIBLE BRAND IN THIS UNCERTAIN WORLD** The potential risks in modern-day business are greater, more dynamic, and less predictable than ever before. And yet, the greatest exposure does not lie within these risks. Rather, it lies in having a team that is not prepared to anticipate, foresee, or respond to a rising threat, and its impact on your reputation, revenue, and relationships in real time. No matter your level of security, due diligence, or control, the reality is that we live in uncertain times. Organizations are prone to a multitude of risks that can attack from every angle. When your team is Crisis Ready, your organization is prepared for anything and everything that the modern world can throw at it.

The rich history of New York unfolds through the city's earliest publications. In 1693, William Bradford's broadside recounts a speech by Governor Benjamin Fletcher regarding Their Majesties Province of New York. Building from there, we are treated to major historic incidents including the execution of Nathan Hale (1776), Washington's farewell to his officers at New York's Frances Tavern (1783), Amistad (1839), early engravings of the city, the installation of the Statue of Liberty, the construction Grand Central Terminal, and of many major landmarks through the 1939 World's Fair. Immigrants arriving at Ellis Island and reports on city workers combine with social and political scandal to show that some things never really do change. A wonderful gift for anyone who loves New York and its boroughs.

The CSIS Commission on Countering Violent Extremism, co-chaired by Tony Blair and Leon Panetta, was formed to develop a comprehensive and actionable blueprint to combat the growing appeal of violent extremism in the United States and abroad. This report is the culmination of the Commission's work.

*How It Works, Why It Doesn't, and Why Fixing It Is Easier Than You Think*

*Brand Experiences*

*The Small Forces Behind Tomorrow's Big Changes*

*A New Comprehensive Strategy for Countering Violent Extremism*

*Journeys to Purpose*

*The One Minute Entrepreneur*

*A Light-Hearted and Easy Way of Finding Your Personal Style*

*Profiles in Leadership*

"Followers and newcomers to Nhat Hanh's teaching alike will find this collection inspiring for everyday practice and for social engagement in the world."—Publishers Weekly This collection of autobiographical and teaching stories from peace activist and Zen Master Thich Nhat Hanh is thought provoking, inspiring, and enjoyable to read. Collected here for the first time, these stories span the author's life. There are stories from Thich Nhat Hanh's childhood and the traditions of rural Vietnam. There are stories from his years as a teenaged novice, as a young teacher and writer in war torn Vietnam, and of his travels around the world to teach mindfulness, make pilgrimages to sacred sites, and influence world leaders. The tradition of teaching the Dharma through stories goes back at least to the time of the Buddha. Like the Buddha, Thich Nhat Hanh uses story-telling to engage people's interest so he can share important teachings, insights, and life lessons.

Faking it till you make it doesn't work—at least, not long enough to build a sustainable business. This book by a CEO and public relations expert shows how authentic leadership eliminates the need for short-cuts that sabotage success. Self-doubt and the intense pressure of facing the unknown are real problems for entrepreneurs and leaders. But there's a difference between feigning confidence and running a con game; Elizabeth Holmes and Billy McFarland thrived on faking it for a short while, but their businesses were all aspiration, no foundation, and so collapsed disastrously. This book revisits the core of leadership, defines authentic, reality-based business integrity, and shows readers how to attain and maintain it. Through the double lens of running her own PR firm in Silicon Valley and advising hundreds of other executives, award-winning CEO Sabrina Horn shows leaders how to attend to the fundamentals and gain the clarity of thought necessary to make sound business decisions. She delivers real, workable strategies and best practices with firsthand accounts of painful lessons. Horn's take-free advice will empower leaders to disarm fear and organize risk, manage setbacks, plan for the unexpected, and create a company culture designed for long-term, sustainable growth.

"The keys in his see the world in a new way."—Bill Clinton *Mark Penn has a keen mind and a fascinating sense of what makes America tick, and you see it on every page of Microtrends.*"—Bill Gates In 1992, readers discovered Megatrends. In 2000, the Tipping Point entered the lexicon. Now, in *Microtrends*, one of the most respected and sought-after analysts in the world articulates a new way of understanding how we live. Mark Penn, the man who identified "Soccer Moms" as a crucial constituency in President Clinton's 1996 reelection campaign, is known for his ability to detect relatively small patterns of behavior in our culture-microtrends that are wielding great influence on business, politics, and our personal lives. Only one percent of the public, or three million people, is enough to launch a business or social movement. Relying on some of the best data available, Penn identifies more than 70 microtrends in religion, leisure, politics, and family life that are changing the way we live. Among them: People are retiring but continuing to work. Teens are turning to knitting. Geeks are becoming the most sociable people around. Women are driving technology. Dads are older than ever and spending more time with their kids than in the past. You have to look at and interpret data to know what's going on, and that conventional wisdom is almost always wrong and outdated. The nation is no longer a melting pot. We are a collection of communities with many individual tastes and lifestyles. Those who recognize these emerging groups will prosper. Penn shows readers how to identify the microtrends that can transform a business enterprise, tip an election, spark a movement, or change your life. In today's world, small groups can have the biggest impact.

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In *THE ONE MINUTE ENTREPRENEUR*, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through *One Minute Insights*, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Garber, and Charles "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. *THE ONE MINUTE ENTREPRENEUR* offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

The Short Stories of F. Scott Fitzgerald

The DISCOVER Stories Project

The Battle for Congress and the Future of Trump's America

My Hopey, Changey White House Years

Madison & Vine

Health Citizenship

It's So You

Thanks, Obama

*Bill Bryson meets Thomas Frank in this deeply insightful, unexpectedly hilarious story of how politicians hijacked American democracy and how we can take it back. The democracy you live in today is different—completely different—from the democracy you were born into. You probably don't realize just how radically your republic has been altered during your lifetime. Yet more than any policy issue, political trend, or even Donald Trump himself, our redesigned system of government is responsible for the peril America faces today. What explains the gap between what We, the People want and what our elected leaders do? How can we fix our politics before it's too late? And how can we truly understand the state of our democracy without wanting to crawl under a rock? That's what former Obama speechwriter David Litt set out to answer. Poking into forgotten corners of history, translating political science into plain English, and traveling the country to meet experts and activists, Litt explains how the world's greatest experiment in democracy went awry. (He also tries to crush a party at Mitch McConnell's former frat house. It goes poorly.) The result of Litt's journey is something you might not have thought possible: a page-turner about the political process. You'll meet the Supreme Court justice charged with murder, learn how James Madison's college roommate broke the Senate, encounter a citrus thief who embodies what's wrong with our elections, and join Belle the bill as she tries to become a law (a quest far more harrowing than the one in *Schoolhouse Rock!*). Yet despite his clear-eyed assessment of the dangers we face, Litt remains audaciously optimistic. He offers a to-do list of bold yet achievable changes—a blueprint for restoring the balance of power in America before it's too late.*

*From Design Thinking to Design Doing Innovators today are told to run loose and think lean in order to fail fast and succeed sooner. But in a world obsessed with the new, where cool added features often trump actual customer needs, it's the consumer who suffers. In our quest to be more agile, we end up creating products that underwhelm. So how does a company like Nest, creator of the mundane thermostat, earn accolades like "beautiful" and "revolutionary" and a \$3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love? Nest, and companies like it, understand that emotional connection is critical to product development. And they use a clear, repeatable design process that focuses squarely on consumer engagement rather than piling on features for features' sake. In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating how it will help you and your team conceive and build successful, emotionally resonant products again and again. The key, says Kolko, is empathy. You need to deeply understand customer needs and feelings, and this understanding must be reflected in the product.*

*In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1. Determine a product-market fit by seeking signals from communities of users. 2. Identify behavioral insights by conducting ethnographic research. 3. Sketch a product strategy by synthesizing complex research data into simple insights. 4. Polish the product details using visual representations to simplify complex ideas. Kolko walks the reader through each step, sharing eye-opening insights from his product career along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.*

*This book is a compilation of peer-reviewed papers presented at the International Conference on Machine Intelligence and Data Science Applications, organized by the School of Computer Science, University of Petroleum & Energy Studies, Dehradun, on September 4 and 5, 2020. The book starts by addressing the algorithmic aspect of machine intelligence which includes the framework and optimization of various states of algorithms. Variety of papers related to wide applications in various fields like image processing, natural language processing, computer vision, sentiment analysis, and speech and gesture analysis have been included with upfront details. The book concludes with interdisciplinary applications like health, legal care, smart society, cyber physical system and smart agriculture. The book is a good reference for computer science engineers, lecturers/researchers in machine intelligence discipline and engineering graduates.*

*How to use brands to gain and sustain competitive advantage Companies today face a dilemma in marketing. The tried-and-true formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, Gerzema and LeBar offer credible evidence—drawn from a detailed analysis of a decade's worth of brand and financial data using Y&R's Brand Asset Valuator (BAV), the largest database of brands in the world—that business is rising on yet another bubble that is ready to burst—a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, Gerzema asserts they're dead wrong—these metrics do not add to increased asset value. In fact, by following them, they actually hasten the declining value of their brands. Using a five-stage model, The Brand Bubble reveals how today's successful brands—and tomorrow's—have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized differentiation." Gerzema reveals how brands with energized differentiation achieve better financial performance than traditional brands have. Plus, Gerzema helps readers develop energized differentiation in their own brands, creating consumer-centric and sustainable organizations.*

*The New Small Forces Driving Today's Big Disruptions*

*Eating Apes*

*The Secret to Creating and Sustaining a Successful Business*

*The Brand Bubble*

*Transnational Fantasy, Symbolic Violence, and Feminist Misrecognition*

*Historic Saloons, Pubs, and Dives of America*

*Turning Point*

*Democracy in One Book or Less*

*In this fun and provocative page-turner, Michael Fanuele, one of the world's most successful marketing strategists, shares The Six Skills of Inspiration. With insights from music, politics, business, neuroscience, and a recipe for radishes, Stop Making Sense shares the creative blueprint that can unleash the inspiring leader in all of us. "If Brené Brown and Simon Sinek had a book baby together, you're looking at it right now. Stop Making Sense is a new manual for learning true leadership. Fanuele's set of simple principles that changed my life over the last quarter century will change yours in a matter of hours."—Andrew Zimmern, chef, author, teacher, host and producer of Travel Channel's Bizarre Foods "Michael Fanuele shows us how our passion and emotion will take us farther than our logic ever can. I can't convince you to read this book, but I guarantee you'll be inspired by doing so."—Beth Comstock, author of Imagine It Forward and former vice chair, GE "This is the book we need now: a blueprint for leading with heart, passion, and imagination. Fanuele is such a fun and generous storyteller you almost don't realize that he's murdering so many small and cynical voices." —Andrew Essex, Co-founder, Plan A, author of The End of Advertising, former CEO, Drogas5 and Tribeca Enterprises "This funny, swearsy, energetic, challenging book will push you into a whole new way to find that compelling inspiration we'd all secretly like 1000% more of."—Adam Morgan, author of Eating The Big Fish and A Beautiful Constraint and founder, eatbigfish "The best magic bends your brain, and that's exactly what Michael Fanuele does in Stop Making Sense. With wit and insight, he dismisses the myth that we have to wait for inspiration to strike. He reveals the secrets that can make any of us a muse, dazzling audiences and getting the very best out of our teams, families, and most important, ourselves."—David Kwong, magician, "The Enigmatist," author of Spellbound, puzzle creator, and producer*

*Before you can influence decisions, you need to understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the prefall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. The Choice Factory is the new advertising essential.*

*From the sharp decline in CD sales to the fragmentation of network TV audiences, the business models of the entertainment and advertising industries are showing severe cracks. Advertising Age editor Scott Donaton-- who coined the term Madison & VineTM--lays out a case for why these industries will need to converge to survive, overcoming hurdles and creating business models based on content-commerce partnerships. Madison & Vine reveals how new technology is disrupting traditional business models, giving the consumer more control over the product. Donaton explains how these industries will need to overcome distrust, divergent agendas, and creative conflicts to form mutually beneficial alliances--or face the threat of extinction. Examines the factors that threaten business models in the advertising industry and nearly every entertainment industry sector Relates the glamorous inside stories of prominent Madison & Vine alliances "A superb analysis of the intersection of Madison and Vine. This convergence is the future financial model of the entertainment and advertising industries."--Mark Burnett, Creator/Executive Producer of "The Apprentice" and "Survivor" "Scott Donaton [has] written the definitive book about the mutual benefit that happens when filmmakers and marketers collaborate." --Harvey Weinstein, President, Miramax Films Corp. "Scott Donaton does more than lay out a road map of the future. A word to those who want some action in this crazily converging techno-centric world: read this book or be left behind."--Stanley Bing, bestselling author of What Would Machiavelli Do and Fortune magazine columnist "Unique and insightful, Scott provides an insider's look into the evolving business models of entertainment and advertising."--Donny Deutsch, Chairman and CEO, Deutsch Inc. "Scott Donaton knows the most important thing there is to know about the media business and that's what's happening to the advertising business. In this sharp, witty, and prescient book, he imagines the future of our business. It's a new game."--Michael Wolff, author of Autumn of the Moguls and Vanity Fair columnist "If you work in the media businesses, this book might help you figure out what you ought to do with the rest of your life before it's too late."--Kurt Andersen, bestselling author, editor, and host of NPR's "Studio 360"*

*Describes the decisions of the most innovative of the new constitutional courts in post Soviet Central Europe*

*Stories and Essential Teachings from a Monk's Life*

*How to Overcome Differences, Build Rapport, and Communicate Effectively with Anyone*

*The Art of Inspiring Anybody*

*Tell to Win*

*Business Acumen for Strategic Communicators*

*Make It, Don't Fake It*

*The Corporate Oligarch*

*Creating, Protecting, and Repairing Your Most Valu*

Find your way to the most historic saloons, pubs, and dives of America. These are the watering holes that shaped our nation and created our country. Find the favorite spots of our Founding Fathers, the places where the most well-known celebrities could relax, and the joints that most wouldn't walk into without a bodyguard. For each bar, you will get a complete history taken directly from the owners and bartenders. You'll find out what to expect when you go today. You'll get advice on what drinks and food to order. And we'll even share insider's tips so you won't stand out like a tourist. You'll also get instant access to brief online documentaries made for each bar so you'll know before going exactly what to expect, what to order, and who to talk to. Bucket List Bars is the definitive guide to the historic saloons, pubs, and dives of America. Also included:
• QR Code-Linked Documentary Video of Each Bar—A First of its Kind for Guidebooks • QR Code-Linked Videos of Their Signature Drinks So You Know What to Order • Nearby Distractions in the Area To Make Each Visit Complete • Other Notable Bars Nearby To Visit If You Have the Time Featuring: Austin Boston Area Chicago Denver El Paso area Las Vegas Los Angeles New York City Philadelphia San Antonio San Francisco Tucson Area -- This book provides travel-guide like information to business travelers, history buffs and drinking culture enthusiasts. My partner and I have spent the last year traveling the country filming, photographic and documenting almost 50 historic bars from New York to Los Angeles, from 1673 to 1968. We've not only written about these, but also created brief documentaries of each that showcases them in their historic context, provides an assessment of food, drink, decor, etc, and interviews the bartenders and owners. Each chapter will include QR codes linking the reader to these videos that they can watch on their mobile device for free. This will be the first book in a multi-book series based on the same theme.

THE INSIDE STORY OF THE EPIC TURNAROUND OF FORD MOTOR COMPANY UNDER THE LEADERSHIP OF CEO ALAN MULALLY. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American icon is the compelling, behind-the-scenes account of that epic turnaround. On the verge of collapse, Ford went outside the auto industry and recruited Mulally—the man who had already saved Boeing from the deathblow of 9/11—to lead a sweeping restructuring of a company that had been unable to overcome decades of mismanagement and denial. Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work as a team, and spark a product renaissance in Dearborn. He also convinced the United Auto Workers to join his fight for the soul of American manufacturing. Bryce Hoffman reveals the untold story of the covert meetings with UAW leaders that led to a game-changing contract, Bill Ford's battle to hold the Ford family together when many were ready to cash in their stock and write off the American automotive supply base. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

Microtrends SquaredThe New Small Forces Driving Today's Big DisruptionsSimon & Schuster For the first time in paperback we bring you the authoritative and comprehensive guide for people who seek to protect their privacy as well as for anyone who's ever entertained the fantasy of disappearing—whether actually dropping out of sight or by eliminating the traceable evidence of their existence. Written by the world's leading experts on finding people and helping people avoid being found, How to Disappear covers everything from tools for disappearing to discovering and eliminating the nearly invisible tracks and clues we tend to leave wherever we go. Learn the three keys to disappearing, all about your electronic footprints, the dangers and opportunities of social networking sites, and how to disappear from a stalker. Frank Ahearn and Eileen Horan provide field-tested methods for maintaining privacy, as well as tactics and strategies for protecting personal information and preventing identity theft. They explain and illustrate key tactics such as misinformation (destroying all the data known about you); disinformation (creating fake trails); and, finally, reformation—the act of getting you from point A to point B without leaving clues. Ahearn illustrates every step with real-life stories of his fascinating career, from undercover work to nab thieving department store employees to a stint as a private investigator; and, later, as a career "skip tracer" who finds people who don't want to be found. In 1997, when news broke of President Bill Clinton's dalliance with a White House intern, Ahearn was hired to find her. When Oscar statuette were stolen in Beverly Hills, Ahearn pinpointed a principal in the caper to help solve the case. When Russell Crowe threw a telephone at a hotel clerk in 2005, Ahearn located the victim and hid him from the media. An indispensable resource not just for those determined to become utterly anonymous, but also for just about anyone in the brave new world of on-line information, How to Disappear sums up Ahearn's dual philosophy: Don't break the law, but know how to protect yourself.

The Art of Connecting

Diverse Voices

Crisis Ready

Connect, Persuade, and Triumph with the Hidden Power of Story

Constitutional Judiciary in a New Democracy

MIDAS 2020

New York Extra

At Home in the World

"Diverse voices: profiles in leadership" features interviews with more than 40 multicultural corporate and PR agency executives who discuss the successes they've had, the obstacles they've overcome and the lessons they've learned along the way."--From page 4 of the cover.

Health care costs are the top kitchen table issue facing most Americans. As people are morphing into health consumers, they seek Amazon-like experiences in health care. This book documents how Americans can become full health citizens through universal health care access, data privacy and personal control, investment in social determinants, digital tools, and health engagement.

A NEW YORK TIMES BESTSELLER An Esquire Best Book of 2017 Remember when presidents spoke in complete sentences instead of in unlinked tweets? Former Obama speechwriter David Litt does. In his comic, coming-of-age memoir, he takes us back to the Obama years - and charts a path forward in the age of Trump. More than any other presidency, Barack Obama's eight years in the White House were defined by young people - twenty-somethings who didn't have much experience in politics (or anything else, for that matter). Yet suddenly found themselves in the most high-stakes office building on earth. David Litt was one of those twenty-somethings. After graduating from college in 2008, he became one of the youngest White House speechwriters in history. Until leaving the White House in 2016, he wrote on topics from healthcare to climate change to criminal justice reform. As President Obama's go-to comedy writer, he also took the lead on the White House Correspondents' Dinner, the so-called "State of the Union of jokes." Now, in this refreshingly honest memoir, Litt brings us inside Obama-world. With a humorist's eye for detail, he describes what it's like to accidentally trigger an international incident or nearly set a president's hair aflame. He answers questions you never knew you had: Which White House men's room is the classiest? What do you do when the commander in chief gets your name wrong? Where should you never, under any circumstances, change clothes on Air Force One? With nearly a decade of stories to tell, Litt makes clear that politics is completely, hopelessly absurd. But it's also important. For all the moments of chaos, frustration, and yes, disillusionment, Litt remains a believer in the words that first drew him to the Obama campaign: "People who love this country can change it." In telling his own story, Litt sheds fresh light on his former boss's legacy. And he argues that, despite the current political climate, the politics championed by Barack Obama will outlive the presidency of Donald Trump. Full of hilarious stories and told in a truly original voice, Thanks, Obama is an exciting debut about what it means - personally, professionally, and politically - to grow up.

The DISCOVER Stories Project is an anthology of life stories written by Lewis University faculty and staff exploring how each discovered and responded to their unique calling. The Stories Project is part of the DISCOVER Initiative, a University-wide program designed to support the exploration of vocation and calling in the undergraduate student experience.

Microtrends Squared

How Women (and the Men Who Think Like Them) Will Rule the Future

Leading with Authenticity for Real Business Success

The Looming Crisis in Brand Value and How to Avoid It

25 behavioural biases that influence what we buy

The 18 Immutable Laws of Corporate Reputation

Proceedings of International Conference on Machine Intelligence and Data Science Applications

Madison Avenue Manslaughter

*New York Times Bestseller How feminine values can solve our toughest problems and build a more prosperous future Among 64,000 people surveyed in thirteen nations, two thirds feel the world would be a better place if men thought more like women. This marks a global trend away from the winner-takes-all, masculine approach to getting things done. Drawing from interviews at innovative organizations in eighteen nations and at Fortune 500 boardrooms, the authors reveal how men and women alike are recognizing significant value in traits commonly associated with women, such as nurturing, cooperation, communication, and sharing. The Athena Doctrine shows why femininity is the operating system of 21st century prosperity. Advocates a new way to solve today's toughest problems in business, education, government, and more Based on a landmark survey and results from Young & Rubicam's respected Brand Asset Valuator's global survey, as well as on-the-ground interviews in 18 countries From acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'Antonio Brought to life through real world examples and backed by rigorous data, The Athena Doctrine shows how feminine traits are ascending—and bringing success to people and organizations around the world. By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.*

*Originally published by Simon and Schuster in 1969, this fine work is based on the personal and professional knowledge of "corporate oligarchs" of the author, the Chairman of the Board of Ruder, Finn, & Rotman. It presents a candid picture of the corporate oligarch's relation to money, to power, to nepotism, to dreams of dynastic power, to his critics, to politics, to burnishing his own image and that of his company. These are the men who are said to run America, and this is an informed and sometimes surprising report on what runs them.*

*NEW YORK TIMES BESTSELLER • The inside story of Donald Trump's first two years in Washington on a Game of Thrones book" (Trevor Noah, The Daily Show). Taking readers into secret strategy calls and closed-door meetings, from the House to the White House, Politico Playbook writers Jake Sherman and Anna Palmer trace the gamesmanship and the impulsiveness, the declaiming and the backstabbing, in a blow-by-blow account of the power struggle that roiled Congress. Moving from the fights for advantage between Donald Trump, Nancy Pelosi, and Chuck Schumer; to Mitch McConnell's fabled behind-the-scenes handling of the sexual assault accusations against Supreme Court nominee Brett Kavanaugh; to Paul Ryan's desperate, failed attempts to keep Mark Meadows from pushing Trump into a government shutdown over immigration. The Hill to Die (n)urries with fresh news and tells the story of what really happened in some of the most defining moments our era. Like The West Wing for Congress, or Shattered meets This Town, The Hill to Die On tells an unforgettable story of politics and power, where the stakes going forward are nothing less than the future of America and the lives of millions of ordinary Americans. Prize for The Hill to Die On" (Sherman and Palmer) go deep inside the halls of Congress to document the deal making, backstabbing, power struggles and political knife fights that have ratted the nation's capital during President Donald Trump's first two years in office. . . . Anything but boring."—USA Today, "5 Books Not to Miss!" "The Hill to Die On! painstakingly chronicles the return to divided government and the restoration of an institutional check on a mercurial chief executive. . . . The book depicts a foul-mouthed president in love with his own reflection, a House GOP ensnared in the amber of self-delusion, and Nancy Pelosi's unblinking focus on twin prizes: recapturing the House and returning to the speaker's chair."—The Guardian "If you are one of the many Americans who hates Congress, this book is for you. In the Washington depicted in Jake Sherman and Anna Palmer's new book, there are no heroes—only winners and losers. . . . With these lawmakers, Starbucks and Palmer get inside their heads and capture what they're thinking in real time."—The Washington Post*

*A veteran Wall Street Journal editor and authority on branding, marketing and reputation provides the 18 crucial rules for companies to follow in developing and protecting their reputation, which can be their most valuable asset or their worst nightmare. A must read book for senior executives, consultants, advertising, public relations, and marketing professionals. From Enron and WorldCom to the Catholic Church and Major League Baseball, reputation crises have never been more widespread. Now Ronald J. Alsop, a veteran Wall Street Journal authority on branding and reputation management, explains the dangers—and gives organizations the eighteen crucial laws to follow in developing and protecting their reputations. Consider this example of a simple decision made by a low-ranking employee: When rescue workers at the site of the World Trade Center disaster sought bottled water from a nearby Starbucks outlet, they complained that an employee charged them for it. In a matter of hours, the Internet had picked up the story and Starbucks' carefully cultivated worldwide reputation was quickly besmirched. This is just one instance among many of how the business world, ever more global and competitive, has become increasingly difficult to navigate. Studies have demonstrated the powerful impact of reputation on profits and stock prices, and yet less than half of all companies have a formal system for measuring reputation. Clearly, companies in every industry—from Dow Chemical to Disney to DuPont Chrysler—have much more to learn. It is still the rare company that realizes the full value of its reputation: how corporate reputation can enhance business in good times, become a protective halo in turbulent times, and be destroyed in an instant by people at the lowest or highest levels of the corporate ladder. Mr. Alsop provides eighteen thoroughly documented lessons based on years of experience covering every aspect of corporate reputation, with a clear distillation of the crucial aspects at the heart of a reputation. He explains: • How to protect your reputation when the inevitable crisis hits • How to cope with the many hazards in cyberspace • How to create a reputation for vision and industry leadership • How to establish a culture of ethical behavior • How to measure and monitor your ever-changing public image • How to make employees your reputation champions • How to decide when it's time to change your name The result is a book that is important not only for business executives, consultants, and advertising, public relations, and marketing professionals but also for anyone eager to learn more about the companies they work for, buy from, and invest in.*

*A Primer*

*The Hill to Die On*

*The Choice Factory*

Well-Designed

Stop Making Sense

*A Newspaper History of the Greatest City in the World, from 1671 to the 1939 World's Fair : from the Collection of Eric C. Cazan*

*How a Virus Opened Hearts and Minds*

***Between Image and Identity***

In an increasingly diverse workplace, it's more important and challenging than ever to communicate well. We must build bridges that cross our differences to connect our similarities. The Art of Connecting reveals five core principles and presents corresponding, specific strategies for overcoming communications barriers and connecting effectively with anyone, regardless of professional, generational, ethnic, cultural, or other differences. The authors also explain how the most skillful connectors are able to shift perspectives -- to see a situation from three points of view: "me," "you," and "them." All of the principles and strategies are brought to life through absorbing examples and scenarios, plus engaging descriptions of "masters of connection" -- like famed National Public Radio interviewer Terry Gross -- doing what they do. There is always a bridge. The Art of Connecting shows how to find it -- every time.

The advertising industry has reached a critical, dangerous point in its development. Agencies are destroying themselves with growing workloads and declining fees--a recipe for disaster. Madison Avenue Manslaughter outlines the hows and whys of steadily declining fees, increased workloads, diminishing industry morale, kickback scandals and opacity characterizing relationships among advertisers, holding companies, media buying companies and creative ad agencies. Not only does Michael Farmer's exposé offer the world's first effective definition of the real agency problem, it's the first time an advertising expert has offered corrective solutions to avoid inevitable disaster. Michael Farmer's Madison Avenue Manslaughter has been called "required reading for everyone who works in advertising--marketers and agencies alike."

Attention spans are shrinking and now, more than ever, brands need to create meaningful consumer connections to ensure success...but how? Award-winning marketer Steve Randazzo shares how he's used experiential marketing to help companies like Disney, Pepsi, and Amheuser-Bush build brand loyalty while dramatically reducing annual marketing spend.

Details how, with the unprecedented opening of African forests by European and Asian logging companies, the traditional consumption of wild animal meat in Central Africa has suddenly exploded in scope and impact, moving from what was recently a subsistence activity to an enormous and completely unsustainable commercial enterprise. Although the three African great apes account for only about one percent of the commercial bush meat trade, today's rate of slaughter could bring about their extinction in the next few decades. Eating Apes documents the when, where, how, and why of this rapidly accelerating disaster. In bringing the facts of this crisis and these impending extinctions into a single, accessible book, Peterson takes us one step closer to averting one of the most disturbing threats to our closest relatives.--From publisher description.

The Hungarian Constitutional Court

From Health Consumer to Health Citizen

Building Connections in a Digitally Cluttered World

The Athena Doctrine

American Icon

How to Use Empathy to Create Products People Love

How to Disappear

From the bestselling author of "World War IV" comes a brilliant and provocative examination of a central question in American politics and culture that is sure to generate tremendous controversy.

This book addresses the 'autobiographical' literature, visual, and performance art of postcolonial women from Maghreb and Southeast Asia including Leila Sebbar, Assia Djebar, and Theresa Hak Kyung Cha. Karina Eileraas critically examines how contemporary postcolonial artists participate in the violence of representation in order to re-imagine the relationship between image and identity.

Ten years after his New York Times bestselling book Microtrends, Mark Penn identifies the next wave of trends reshaping the future of business, politics, and culture. Mark Penn has boldly argued that the future is not shaped by society's broad forces, but by quiet changes within narrow slices of the population. Ten years ago, he showed how the behavior of one small group can exert an outsized influence over the whole of America with his bestselling Microtrends, which highlighted dozens of tiny, counterintuitive trends that have since come to fruition, from the explosion of internet dating to the recent split within the Republican Party. Today, the world is in perplexing upheaval, and microtrends are more influential than ever. In this environment, Penn offers a necessary perspective. Microtrends Squared makes sense of what is happening in the world today. Through fifty new microtrends, Penn illuminates the shifts that are coming in the next decade. He pinpoints the unseen hand behind new power relationships that have emerged—as fringe voters and reactionary politics have found their revival, as online influencers overshadow traditional media, and as the gig economy continues to invade new swathes of industry. He speaks to the next wave of developments coming in technology, social movements, and even dating. Offering a clear vision of the future of business, politics, and culture, Microtrends Squared is a must-read for innovators and entrepreneurs, political and business leaders, and for every curious reader looking to understand the wave of the future when it is just a ripple.

F. Scott Fitzgerald is best known for his novels such as THE GREAT GATSBY, but during his all-too-brief literary life, he sold some 160 short stories to popular magazines. Here, noted scholar and biographer Matthew Bruccoli assembles in one volume the full scope of the best of Fitzgerald's short fiction. These 43 sparkling masterpieces are offered in a handsome Scribner Classics edition, perfect for the home library.

Alan Mulally and the Fight to Save Ford Motor Company

Microtrends

Maryland Farmer

HealthConsuming

Bucket List Bars

Illinois Education

Erase Your Digital Footprint, Leave False Trails, and Vanish Without a Trace

Why Are Jews Liberals?

Today everyone—whether they know it or not—is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you can't tell it, you can't sell it. And this book tells you how to do both. Historically, stories have always been igniters of action, moving people to do things. But only recently has it become clear that purposeful stories—those created with a specific mission in mind—are absolutely essential in persuading others to support a vision, dream or cause. Peter Guber, whose executive and entrepreneurial accomplishments have made him a success in multiple industries, has long relied on purposeful story telling to motivate, win over, shape, engage and sell. Indeed, what began as knack for telling stories as an entertainment industry executive has, through years of perspiration and inspiration, evolved into a set of principles that anyone can use to achieve their goals. In Tell to Win, Guber shows how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Among his techniques: \* Capture your audience's attention first, fast and foremost \* Motivate your listeners by demonstrating authenticity \* Build your tell around "what's in it for them" \* Change passive listeners into active participants \* Use "state-of-the-heart" technology online and offline to make sure audience commitment remains strong To validate the power of telling purposeful stories, Guber includes in this book a remarkably diverse number of "voices" —master tellers with whom he's shared experiences. They include YouTube founder Chad Hurley, NBA champion Pat Riley, clothing designer Normal Kamali, "Mission to Mars" scientist Gentry Lee, Under Armour CEO Kevin Plank, former South African president Nelson Mandela, magician David Copperfield, film director Steven Spielberg, novelist Nora Roberts, rock legend Gene Simmons, and physician and author Deepak Chopra. After listening to this extraordinary mix of voices, you'll know how to craft, deliver—and own—a story that is truly compelling, one capable of turning others into viral advocates for your goal.