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PDF Sway The
Irresistible Pull Of
**Sway The
Irresistible
Pull Of
Irrational
Behavior**

How does memory work? Who is the "distractor" in your family? What was the "car crash"

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experiment? The
Irrational Behavior

Psychology Book

is your visual guide

to the complex and

fascinating world

of human

behavior. Discover

how we learn,

become

emotionally

bonded with

others, and

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develop coping mechanisms to deal with adversity, or conform in a group. Get to know key thinkers, from Freud and Jung to Elizabeth Loftus and Melanie Klein, and follow charts and timelines to make sense of it

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all and see how
one theory
influenced
another. With
concise
explanations of
different schools of
psychology
including
psychotherapy,
cognitive
psychology and

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behaviorism, this is
an ideal reference
whether you're a
student, or a
general reader. It's
your authoritative
guide to over 100
key ideas, theories
and conditions,
including the
collective
unconscious, the

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"selfish" gene,
Irrational Behavior

false memory,
psychiatric
disorders, and
autism. If you're
fascinated by the
human mind, The
Psychology Book
is both an
invaluable
reference and
illuminating read.

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In the tradition of
The Power of
Habit and
Thinking, Fast and
Slow comes a
practical, playful,
and endlessly
fascinating guide
to what we really
know about
learning and
memory today—and

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how we can apply
it to our own lives.

From an early age,
it is drilled into our
heads:

Restlessness,
distraction, and
ignorance are the
enemies of
success. We're
told that learning is
all self-discipline,

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that we must
confine ourselves
to designated
study areas, turn
off the music, and
maintain a strict
ritual if we want to
ace that test,
memorize that
presentation, or
nail that piano
recital. But what if

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almost everything
we were told about
learning is wrong?
And what if there
was a way to
achieve more with
less effort? In *How
We Learn*, award-
winning science
reporter Benedict
Carey sifts through
decades of

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education
Irrational Behavior

research and
landmark studies
to uncover the
truth about how
our brains absorb
and retain
information. What
he discovers is
that, from the
moment we are
born, we are all

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learning quickly,
efficiently, and
automatically; but
in our zeal to
systematize the
process we have
ignored valuable,
naturally enjoyable
learning tools like
forgetting,
sleeping, and
daydreaming. Is a

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dedicated desk in
a quiet room really
the best way to
study? Can
altering your
routine improve
your recall? Are
there times when
distraction is
good? Is repetition
necessary?

Carey's search for

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answers to these questions yields a wealth of strategies that make learning more a part of our everyday lives—and less of a chore. By road testing many of the counterintuitive techniques

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described in this book, Carey shows how we can flex the neural muscles that make deep learning possible. Along the way he reveals why teachers should give final exams on the first day of class, why it's

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wise to interleave subjects and concepts when learning any new skill, and when it's smarter to stay up late prepping for that presentation than to rise early for one last cram session. And if this requires some

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suspension of
disbelief, that's
because the
research defies
what we've been
told, throughout
our lives, about
how best to learn.
The brain is not
like a muscle, at
least not in any
straightforward

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sense. It is something else altogether, sensitive to mood, to timing, to circadian rhythms, as well as to location and environment. It doesn't take orders well, to put it mildly. If the

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brain is a learning machine, then it is an eccentric one.

In *How We Learn*, Benedict Carey shows us how to exploit its quirks to our advantage.

Now available:
Nudge: The Final Edition
The original edition of

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the multimillion-
copy New York
Times bestseller
by the winner of
the Nobel Prize in
Economics,
Richard H. Thaler,
and Cass R.
Sunstein: a
revelatory look at
how we make
decisions—for fans

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of Malcolm
Gladwell's Blink,
Charles Duhigg's
The Power of
Habit, James
Clear's Atomic
Habits, and Daniel
Kahneman's
Thinking, Fast and
Slow Named a
Best Book of the
Year by The

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Economist and the
Financial Times

Every day we
make
choices—about
what to buy or eat,
about financial
investments or our
children's health
and education,
even about the
causes we

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champion or the
planet itself.

Unfortunately, we often choose poorly. Nudge is about how we make these choices and how we can make better ones. Using dozens of eye-opening examples

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and drawing on
decades of
behavioral science
research, Nobel
Prize winner
Richard H. Thaler
and Harvard Law
School professor
Cass R. Sunstein
show that no
choice is ever
presented to us in

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a neutral way, and that we are all susceptible to biases that can lead us to make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people

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toward the best
decisions for
ourselves, our
families, and our
society, without
restricting our
freedom of choice.
The author of the
highly successful
book The Dancing
Healers draws on
the cultural rituals

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and traditions of
Native Americans
to illustrate the
mind/body
connection to
spiritual healing.
The Unstoppable
Power of
Leaderless
Organizations
The Paradox of
Choice

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The Power of Eye
Contact Irrational Behavior

Living in the Age
of Entitlement
Deaf Again
Unravelling
Unconscious Bias
Sway

*Sway The Irresistible
Pull of Irrational
Behaviour Virgin Books
"Join Mark*

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Drolsbaugh in his fascinating journey from hearing toddler...to hard of hearing child...to deaf adolescent... and ultimately, to culturally deaf adult. The struggle to find one's place in the deaf community is challenging, as Mark finds, yet there is one interesting twist: both his parents are also

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deaf. Even though the deaf community has always been there for him, right under his nose, Drolsbaugh takes the unbeaten path and goes on a zany, lifelong search... to become Deaf Again."--

For years, marketers have held on to unwavering beliefs that have dictated how they market to their

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consumers. But the hard truth is that the changes we see in marketing and business are based on one undeniable factor--the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. Each product and service has a "best customer" that sustains

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a business. As these customers grow up, the smartest marketers will stay ahead of them--and their money. In The Age Curve, marketing guru Kenneth Gronbach shows executives and entrepreneurs how to anticipate this wave of predictable demand and ride it to success.

Gronbach reveals how our largest generations,

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*the Baby Boomers and
Generation Y, are*

*redefining how we
market and how
businesses can
anticipate their needs
more effectively.*

*Complete with
entertaining examples
of companies like Apple
who have perfected
their strategies for
building a loyal
customer base, as well*

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*as those who haven't
(Levi Strauss and
Honda Motorcycle), this
book will show readers:
* how to determine their
best customers * how
successful companies
are earning the loyalty
of Generation Y and
cultivating allegiance to
their products for years
to come * why
Generation X is a much
less valuable market*

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*than any of us have
been led to believe* and
much more Both
shocking and
compelling, The Age
Curve will change the
way companies look at
their customers and how
they market to them.
Includes information
on Alcoholics
Anonymous, al Qaeda,
Amazon, Animal
Liberation Front,*

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*Apaches, eBay, General
Motors, Goodwill*

Industries, Google,

Grokster, Kazaa, music

piracy, Napster, P2P

(peer to peer) services,

Quakers, record

industry, U.S. Suprem

The Irrationals

Simplexity

Click

True Stories of Sex,

Love and Psychotherapy

The Secret Life of

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Pronouns
How to Profit from the

*Coming Demographic
Storm*

*The 6 Enduring
Principles of High
Achievement*

Why are the
instruction manuals
for cell phones
incomprehensible?
Why is a truck
driver's job as hard as

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a CEO's? How can 10 percent of every medical dollar cure 90 percent of the world's disease? Why do bad teams win so many games?

Complexity, as any scientist will tell you, is a slippery idea.

Things that seem complicated can be

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astoundingly simple;
things that seem

simple can be

dizzily complex.

A houseplant may be
more intricate than a
manufacturing plant.

A colony of garden
ants may be more
complicated than a
community of
people. A sentence

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may be richer than a book, a couplet more complicated than a song. These and other paradoxes are driving a whole new science--simplicity--that is redefining how we look at the world and using that new view to improve our lives in fields as

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diverse as economics,
biology, cosmology,
chemistry,
psychology, politics,
child development,
the arts, and more.

Seen through the lens
of this surprising new
science, the world
becomes a delicate
place filled with
predictable

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patterns--patterns we
often fail to see as

we're time and again

fooled by our

instincts, by our fear,

by the size of things,

and even by their

beauty. In *Simplicity*,

Time senior writer

Jeffrey Kluger shows

how a drinking straw

can save thousands of

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lives; how a million cars can be on the streets but just a few hundred of them can lead to gridlock; how investors behave like atoms; how arithmetic governs abstract art and physics drives jazz; why swatting a TV indeed makes it work

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better. As simplicity
moves from the
research lab into
popular
consciousness it will
challenge our models
for modern living.
Jeffrey Kluger adeptly
translates newly
evolving theory into a
delightful theory of
everything that will

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have you rethinking
the rules of business,
family, art--your
world.

'Passionate and
urgent.' Guardian,
Book of the Week 'A
must-read for all.'

Stylist, best new
books for 2020

'Cogently argued and
intensely persuasive.

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Groundbreaking
Work.' Waterstones,

best new books of
April 'Impressive and
much-needed.'

Financial Times, Best
Business Books April
to June 'Admirably
detailed.' Prospect
Magazine 'Practical,
useful, readable and
essential for the times

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'we are living in.'
Nikesh Shukla 'An
eye-opening book
that I hope will be
widely read.' Angela
Saini 'If you think
you don't need to
read this book, you
really need to read
this book.' Jane
Garvey 'An eye-
opening book

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looking at
unconscious bias.

Meticulously
researched and well
written. It will make
you think hard about
the judgements you
make. An essential
read for our times.'

Kavita Puri, BBC
Journalist and author
For the first time,

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behavioural and data scientist, activist and writer Dr Pragya Agarwal unravels the way our implicit or 'unintentional' biases affect the way we communicate and perceive the world, how they affect our decision-making, and how they reinforce

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and perpetuate systemic and structural inequalities. Sway is a thoroughly researched and comprehensive look at unconscious bias and how it impacts day-to-day life, from job interviews to romantic relationships to

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saving for retirement.

It covers a huge number of sensitive topics - sexism, racism, ageism, homophobia, colourism - with tact, and combines statistics with stories to paint a fuller picture and enhance understanding.

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Throughout, Pragma
clearly delineates
theories with a solid
grounding in science,
answering questions
such as: do our roots
for prejudice lie in
our evolutionary
past? What happens
in our brains when
we are biased? How
has bias affected

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technology? If we don't know about it, are we really responsible for it? At a time when partisan political ideologies are taking centre stage, and we struggle to make sense of who we are and who we want to be, it is crucial that we

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understand why we
act the way we do.

This book will
enables us to open
our eyes to our own
biases in a scientific
and non-judgmental
way.

An examination of
the ways in which the
unconscious mind
shapes everyday life

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traces recent scientific advances to reveal the pivotal role of the subliminal mind in influencing experiences and relationships. By the author of *The Drunkard's Walk*.

100,000 first printing.

Lays out key principles for people

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who want to succeed,
regardless of any
obstacle.

Snoop

Why Simple Things
Become Complex
(and How Complex
Things Can Be Made
Simple)

The Center Cannot
Hold

A Father's Search

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Through America's
Mental Health

Madness

My Journey Through
Madness

The Surprising Truth
About When, Where,
and Why It Happens
Deals, Steals, and My
Life at the Gold &
Silver

The ancient Greeks

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discovered them,
but it wasn't until
the nineteenth
century that
irrational numbers
were properly
understood and
rigorously defined,
and even today not
all their mysteries
have been
revealed. In *The
Irrationals*, the first

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popular and comprehensive book on the subject, Julian Havil tells the story of irrational numbers and the mathematicians who have tackled their challenges, from antiquity to the twenty-first century. Along the

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way, he explains why irrational numbers are surprisingly difficult to define--and why so many questions still surround them.

Fascinating and illuminating, this is a book for everyone who loves math and the history behind

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it.

“A magnificent gift to those of us who love someone who has a mental illness...Earley has used his considerable skills to meticulously research why the mental health system is so profoundly

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broken.” —Bebe Moore Campbell, author of 72 Hour Hold Former Washington Post reporter Pete Earley had written extensively about the criminal justice system. But it was only when his own son—in the throes of a manic

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episode—broke into
a neighbor's house

that he learned

what happens to

mentally ill people

who break a law.

This is the Earley

family's compelling

story, a troubling

look at

bureaucratic

apathy and the

countless

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thousands who
suffer confinement
instead of care,
brutal conditions
instead of
treatment, in the
“revolving doors”
between hospital
and jail. With mass
deinstitutionalization,
large numbers of
state mental
patients are

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homeless or in jail—
an experience little
better than the
horrors of a
century ago. Earley
takes us directly
into that
experience—and
into that of a father
and award-winning
journalist trying to
fight for a better
way.

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"NON-FICTION --

Full of colorful characters and the fascinating wheeling and dealings of the pawn shop Rick Harrison owns and runs with his father and his son, UNTITLED is a tie-in to Pawn Stars, one of the most

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popular shows on
all of cable. It will
take readers
behind the scenes
of Harrison's family-
run pawn shop and
bring its lovable
cast to vivid life on
the page. But it will
also present
Harrison's amazing
personal story.
While he registered

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a near-200 IQ at an early age, Rick developed a similarly uncanny ability to find ever-deepening trouble that nearly ruined his life. Yet the birth of his son and a reconnection with his father would bring Harrison peace at a time of

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desperation and,
together, they
would build the
booming business
where The Antiques
Road Show meets
American Chopper
and millions of
viewers--and
potential
readers--find they
cannot get
enough"--

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A world-class
thinker counts the
100 ways in which
humans behave
irrationally,
showing us what
we can do to
recognize and
minimize these
“thinking errors” to
make better
decisions and have
a better life Despite

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the best of intentions, humans are notoriously bad—that is, irrational—when it comes to making decisions and assessing risks and tradeoffs.

Psychologists and neuroscientists refer to these distinctly human

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foibles, biases, and thinking traps as “cognitive errors.”

Cognitive errors are systematic deviances from rationality, from optimized, logical, rational thinking and behavior. We make these errors all the time, in all sorts of situations,

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for problems big and small: whether to choose the apple or the cupcake; whether to keep retirement funds in the stock market when the Dow tanks, or whether to take the advice of a friend over a stranger. The “behavioral turn” in

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neuroscience and economics in the past twenty years has increased our understanding of how we think and how we make decisions. It shows how systematic errors mar our thinking and under which conditions our thought

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processes work
best and worst.

Evolutionary
psychology delivers
convincing theories
about why our
thinking is, in fact,
marred. The
neurosciences can
pinpoint with
increasing
precision what
exactly happens

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when we think
clearly and when
we don't. Drawing
on this wide body
of research, The
Art of Thinking
Clearly is an
entertaining
presentation of
these known
systematic thinking
errors--offering
guidance and

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insight into
everything why you
shouldn't accept a
free drink to why
you SHOULD walk
out of a movie you
don't like it to why
it's so hard to
predict the future
to why shouldn't
watch the news.

The book is
organized into 100

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short chapters,
each covering a
single cognitive
error, bias, or
heuristic. Examples
of these concepts
include:

Reciprocity,
Confirmation Bias,
The It-Gets-Better-
Before-It-Gets-
Worse Trap, and
the Man-With-A-

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Hammer Tendency.
Irrational Behavior

In engaging prose
and with real-world
examples and
anecdotes, The Art
of Thinking Clearly
helps solve the
puzzle of human
reasoning.

The Art Of
Seduction

The Fear Factor

Improving

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Decisions About
Health, Wealth, and
Happiness
The Chaos
Imperative
Creativity, the Gift
of Failure, and the
Search for Mastery
The Rise
Screw the Zoo
**Iconoclasts
have that**

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**knack for
overturning
conventional
wisdom and
achieving the
apparently
impossible.
Though
crucial to the
success of an
organisation,
true**

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**iconoclasts are
few and far
between. This
text explores
what makes
these great
innovators
tick and offers
tools to
unleash our
own potential.
A WALL**

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**STREET
JOURNAL
BEST-
SELLING
BOOK NAMED
BY THE
WASHINGTON
POST AS ONE
OF THE 11
LEADERSHIP
BOOKS TO
READ IN 2018**

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**Radical
Inclusion:
What the
Post-9/11
World Should
Have Taught
Us About
Leadership
examines
today's
leadership
landscape and**

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**describes the
change it
demands of
leaders.
Dempsey and
Brafman
persuasively
explain that
today's leaders
are in
competition
for the trust**

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**and
confidence of
those they
lead more
than ever
before. They
assert that the
nature of
power is
changing and
should not be
measured by**

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**degree of
control alone.**

**They offer
principles for
adaptation and
bring them to
life with
examples from
business,
academia,
government,
and the**

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**military. In
building their
argument,
Dempsey and
Brafman
introduce
several
concepts that
illuminate
both the
vulnerability
and the**

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**opportunity in
leading today:
Radical
Inclusion. Fear
of losing
control in our
fast-paced,
complex,
highly
scrutinized
environment is
pushing us**

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toward exclusion—exactly the wrong direction.

Leaders should instead develop an instinct for inclusion. The word “radical” emphasizes the urgency of

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**doing so. The
Era of the
Digital Echo.
The speed and
accessibility of
information
create “digital
echoes” that
make facts
vulnerable,
eroding the
trust between**

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Irresistible Pull Of
**leader and
follower.**

**Relinquishing
Control to
Preserve
Power. Power
and control
once went
hand in hand,
but no longer.
In today's
environment,**

Bookmark File
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**control is
seductive but
unlikely to
produce
optimum,
affordable,
sustainable
solutions.**

**Leaders must
relinquish and
share control
to build and**

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**preserve
power. The
principles
discussed in
Radical
Inclusion are
memorable
and the book
is full of
engaging
stories. From a
young vegan's**

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confrontation
with
opponents in
Berkeley to a
young
lieutenant's
surprising
visitor during
the Cold War,
from a
reflection on
the

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Irrational Behavior

**significance of
Burning Man
to a discussion
of challenges
faced in the
Situation
Room, Radical
Inclusion will
provide you
with
leadership
tools to**

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Irresistible Pull Of
Irrational Behavior

**address real
leadership
challenges.**

**Why are we
more likely to
fall in love
when we feel
in danger?**

**Why would an
experienced
pilot disregard
his training**

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Irresistible Pull Of
Irrational Behavior

**and the rules
of the aviation
industry,
leading to the
deadliest
airline crash
in history?
Why do we
find it near-
impossible to
re-evaluate
our first**

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Irresistible Pull Of
Irrational Behavior

**impressions of
a person or
situation, even
when the
evidence
shows we were
wrong?**

**Discover the
answers in
Sway. We all
believe we are
rational**

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Irresistible Pull Of
Irrational Behavior

**beings, yet the
truth is that
we're much
more prone to
irrational
behaviour
than we
realise or like
to admit. In
this
compelling
book, Ori and**

Bookmark File
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Irresistible Pull Of
Irrational Behavior

Rom Brafman
reveal why.

**Looking at
irrational
behaviour in
fields as
diverse as
medicine,
archaeology
and the legal
system, they
chart the**

Bookmark File
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Irresistible Pull Of
Irrational Behavior

**psychological
undercurrents
that influence
even our most
basic
decisions. In
doing so they
draw on the
latest research
in social
psychology
and**

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Irresistible Pull Of
Irrational Behavior

**behavioural
economics to
reveal the
irresistible
forces that
sway us all.
Sway is a
fascinating
insight into
the way we all
behave and
will change**

Bookmark File
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Irresistible Pull Of
**the way you
view the world.**

**How the
brains of
psychopaths
and heroes
show that
humans are
wired to be
good At
fourteen,
Amber could**

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Irresistible Pull Of
Irrational Behavior

**boast of killing
her guinea**

pig,

**threatening to
burn down her
home, and**

**seducing men
in exchange**

for gifts. She

used the tools

she had

available to

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Irresistible Pull Of
Irrational Behavior

**get what she
wanted, like
all children.
But unlike
other children,
she didn't care
about the
damage she
inflicted. A few
miles away,
Lenny Skutnik
cared so much**

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Irresistible Pull Of
Irrational Behavior

**about others
that he
jumped into an
ice-cold river
to save a
drowning
woman. What
is responsible
for the
extremes of
generosity and
cruelty**

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Irresistible Pull Of
Irrational Behavior

**humans are
capable of? By
putting
psychopathic
children and
extreme
altruists in an
fMRI,
acclaimed
psychologist
Abigail Marsh
found that the**

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Irrational Behavior

**answer lies in
how our brain
responds to
others' fear.
While the
brain's
amygdala
makes most of
us hardwired
for good, its
variations can
explain heroic**

Bookmark File
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Irresistible Pull Of
and Irrational Behavior

**and
psychopathic
behavior. A
path-breaking
read, The Fear
Factor is
essential for
anyone
seeking to
understand
the heights
and depths of**

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Irresistible Pull Of
Irrational Behavior

human nature.
**"A riveting
ride through
your own
brain."--Adam
Grant "You
won't be able
to put it
down."--Daniel
Gilbert, New
York Times
bestselling**

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**author of
Stumbling on
Happiness**

**"[It] reads like
a thriller...**

**One of the
most mind-
opening books
I have read in
years."**

**--Matthieu
Ricard, Author**

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**of Altruism
What Your
Stuff Says
About You
Escape from
Your Cage,
Free Your
Mind, and
Take Over the
World
A Story of the
Numbers You**

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Irresistible Pull Of
**Can't Count
On**

**How Your
Unconscious
Mind Rules
Your Behavior
The Men on
My Couch
A Journey to
Spiritual
Healing
Two Birds in a**

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Irresistible Pull Of
Tree
Irrational Behavior

“Effective business networking depends on effective eye contact.” —Dr. Ivan Misner, author of Masters of Networking “The Power of Eye Contact is a must-read book if you want a lasting relationship—or want to deepen the one you’re in.” —Marie

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Irresistible Pull Of

Forleo, author Make
Every Man Want You

“Both mysterious and rewarding, the text reveals the powerful secrets of using the eyes to connect with others.” —Rom

Brafman, co-author of Sway: The Irresistible Pull of Irrational

Behavior The secret to success in

business, love, and

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Irresistible Pull Of

life is *The Power of
Eye Contact. Author*

Michael Ellsberg

provides an

authoritative and

extensive guide to

mastering a potent

force that can change

your life.

A much-praised

memoir of living and

surviving mental

illness as well as "a

stereotype-shattering

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Irresistible Pull Of

*look at a tenacious
woman whose brain is*

her best friend and

her worst enemy"

(Time). Elyn R. Saks

is an esteemed

professor, lawyer, and

psychiatrist and is the

Orrin B. Evans

Professor of Law,

Psychology,

Psychiatry, and the

Behavioral Sciences

at the University of

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Irrational Behavior

Southern California Law School, yet she has suffered from schizophrenia for most of her life, and still has ongoing major episodes of the illness. The Center Cannot Hold is the eloquent, moving story of Elyn's life, from the first time that she heard voices speaking to her as a

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young teenager, to attempted suicides in college, through learning to live on her own as an adult in an often terrifying world. Saks discusses frankly the paranoia, the inability to tell imaginary fears from real ones, the voices in her head telling her to kill herself (and to harm others), as well

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as the incredibly difficult obstacles she overcame to become a highly respected professional. This beautifully written memoir is destined to become a classic in its genre.

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier,

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applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more

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choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any

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and all failures. In the long run, this can lead

to decision-making

paralysis, anxiety, and

perpetual stress. And,

in a culture that tells

us that there is no

excuse for falling

short of perfection

when your options are

limitless, too much

choice can lead to

clinical depression. In

The Paradox of

Bookmark File
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Irresistible Pull Of
Choice, Barry
Schwartz explains at

what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how

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Irrational Behavior

the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to

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seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit

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choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

Does what's on your desk reveal what's on your mind? Do those pictures on your walls

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tell true tales about you? And is your favorite outfit about to give you away? For the last ten years psychologist Sam Gosling has been studying how people project (and protect) their inner selves. By exploring our private worlds (desks, bedrooms, even our clothes and our cars),

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he shows not only

how we showcase our

personalities in

unexpected-and

unplanned-ways, but

also how we create

personality in the first

place, communicate it

others, and interpret

the world around us.

Gosling, one of the

field's most innovative

researchers,

dispatches teams of

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scientific snoops to poke around dorm rooms and offices, to see what can be learned about people simply from looking at their stuff. What he has discovered is astonishing: when it comes to the most essential components of our personalities—from friendliness to flexibility—the things

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*we own and the way
we arrange them
often say more about
us than even our most
intimate
conversations. If you
know what to look for,
you can figure out
how reliable a new
boyfriend is by
peeking into his
medicine cabinet or
whether an employee
is committed to her*

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job by analyzing her
Irrational Behavior

*job by analyzing her
cubicle. Bottom line:*

The insights we gain

can boost our

understanding of

ourselves and

sharpen our

perceptions of others.

Packed with original

research and

fascinating stories,

Snoop is a captivating

guidebook to our not-

so-secret lives.

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Irresistible Pull Of

*The Psychology Book
Your Secret for*

*Success in Business,
Love, and Life*

Subliminal

How One Emotion

Connects Altruists,

Psychopaths, and

Everyone In-Between

The Art of Thinking

Clearly

Radical Inclusion

The Divided Mind

A surprising,

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Irrational Behavior

**and
entertaining,
explanation of
how the words
we use (even
the ones we
don't notice)
reveal our
personalities,
emotions, and
identities.
What if you**

Bookmark File
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Irresistible Pull Of
Irrational Behavior

**could travel
back in time?**

**What would you
tell your**

**younger self, if
you had the
opportunity?**

**These are
questions I've
asked myself a
thousand times,
and Screw the**

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Irrational Behavior

**Zoo is my
answer. If you
feel trapped,
stuck in a rut, or
in any way
disheartened by
the path your
life has taken,
then this book is
for you. It
contains every
lesson,**

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**shortcut, and
mind-hack I've
found on my
quest for
freedom, broken
down into
practical
lessons and
simple steps
that literally
anyone can
follow. This step-**

Bookmark File
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**by-step guide to
freedom will
teach you: How
to walk into a
room, any room,
and command
attention and
respect How to
negotiate
reality, redefine
your worth, and
achieve your**

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Irrational Behavior

**dreams How to
develop a Sherl
ockian-mind
through the use
of observational
tricks and
mnemonics How
to control your
body language
and facial
expressions to
conceal your**

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Irrational Behavior

**true feelings
How to identify
and break free
from personal
habits and
traditions that
are holding you
back If you're
ready to be
free, to escape
from your cage
and forge your**

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Irrational Behavior

**own path
through life,
then look no
further. This is
the road map
through life that
I wish I'd had
from the very
beginning.
WHAT MEN
WANT. WHAT
MEN FEEL.**

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Irrresistible Pull Of
Irrational Behavior

WHAT WOMEN NEED TO KNOW.

When Dr.

**Brandy Engler
opened her sex
therapy practice
for women in
Manhattan, she
got a big
surprise. Most
of the calls were
from men. They**

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Irresistible Pull Of
Irrational Behavior

**wanted to talk
about
womanizing,
porn addiction,
impotence,
prostitutes—and
most of all, love.
Her patients
were everyday
guys from all
walks of life.
Among them**

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Irrational Behavior

**were David, the
Wall Street
hotshot and
compulsive
womanizer;
Charles, an
introvert who
kept pushing
away the
fiancée he
thought was too
beautiful for**

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**him; Paul, the
self-made man
who visited
massage parlors
despite his sexy
wife; and the
men's group
whose stark
revelations
about male
anger and their
search for the**

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**right woman will
open your eyes.**

**In The Men on
My Couch, Dr.
Engler allows
readers inside
those private
sessions to
witness her
exciting and
evocative
encounters with**

Bookmark File

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Irresistible Pull Of
Irrational Behavior

**what men desire
and fear. Dr.**

**Engler tells her
own story, too.**

At first her

patients'

revelations are

painful and

disconcerting,

especially

against the

backdrop of her

Bookmark File
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Irresistible Pull Of
Irrational Behavior

**own difficult
love affair. Yet
Dr. Engler lets
readers
experience how
she evolves
both
professionally
and personally,
from chagrin to
compassion,
and reconciles**

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Irresistible Pull Of
Irrational Behavior

**her idealized
notions of love
and sex with the
unexpected and
raw truths she
hears in the
office. The Men
on My Couch is
unlike books
you've read
before. There
are no tired**

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Irresistible Pull Of
Irrational Behavior

**facile
conclusions or
pejorative
generalizations.
Here are fresh
insights into
modern sexual
maladies,
gleaned from
real people
having real
struggles and**

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Irresistible Pull Of
experiencing
real

epiphanies—in
the real world.

This book will
change how
both women and
men think about
love, sex, and
desire.

Like the
bestsellers

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Irrational Behavior

**"Blink" and
"Freakonomics,"
this lively
narrative offers
a fresh view of
the world,
explaining the
previously
inexplicable and
revealing
hidden
influences on**

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Irresistible Pull Of
**human decision-
making.**

**Why More Is
Less, Revised
Edition**

**Timeless Indian
Wisdom for
Business
Leaders**

**The Epidemic of
Mindbody
Disorders**

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Irrational Behavior

**The Forces
Behind How We
Fully Engage
With People,
Work, and
Everything We
Do
Theft of the
Spirit
How We Learn
The Irresistible
Pull of Irrational**

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Behaviour
Citing a rise in
such factors as
cosmetic
surgery, status-
related debt and
misrepresented
Facebook
profiles, a
cautionary report
on the increase
of unhealthy ego-
related
behaviors

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Irrational Behavior
**examines its
actual cost to
families,
organizations
and societies. By
the author of
Generation Me.
A twisty story
about love, loss,
and lies, this
contemporary
oceanside
adventure is
tinged with a**

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Irresistible Pull Of
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**touch of dark
magic as it
follows seventee
n-year-old
Wendy Darling
on a search for
her missing
surfer brothers.
Wendy's journey
leads her to a
mysterious
hidden cove
inhabited by a
tribe of young**

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Irresistible Pull Of
renegade
surfers, most of
them runaways
like her brothers.
Wendy is
instantly drawn
to the cove's
charismatic
leader, Pete, but
her search also
points her
toward his
nemesis, the
drug-dealing Jas.

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Irrational Behavior

**Enigmatic,
dangerous, and
handsome, Jas
pulls Wendy in
even as she's
falling hard for
Pete. A radical
reinvention of J.
M. Barrie's
classic tale,
Second Star is an
irresistible
summer romance
about two young**

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Irresistible Pull Of
Irrational Behavior

**men who have
yet to grow
up—and the
troubled beauty
trapped between
them.**

**After his father
died on 9/11 in
the World Trade
Center, nine-year-
old Matthew John
Bocchi began an
obsessive quest
to find out**

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**exactly how he
died. He
researched video
tapes, pictures,
blogs, anything
that could
potentially
answer the
question looming
in his mind: was
his father one of
the jumpers? In
the first memoir
told by a child of**

Bookmark File
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Irresistible Pull Of
Irrational Behavior

**9/11, Matt
intimately delves
into the
psychological
and emotional
torment that
ensued after his
father's death.
With
heartbreaking
vulnerability, he
details how his
incessant quest
resulted in a**

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**devastating act
of violence that
stripped his
innocence as a
young man. As
Matt spirals
down a
bottomless pit of
drug abuse, he
willfully risks his
life in search of
the next high—all
in an attempt to
forget his past.**

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Irresistible Pull Of

Irrational Behavior

Now at twenty-eight years old and sober, he recounts his unique story—one full of heartbreak and despair, grief and uncertainty, but most importantly, happiness and hope. The lesson he teaches us is

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Irrational Behavior

**clear but
intricate: No
matter how far
you fall, you can
always rise
again. No matter
how far you
stray, you can
always find your
way home. And
no matter how
wide you sway,
you can always
pick up the**

Bookmark File
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Irresistible Pull Of
Irrational Behavior
**pieces and stand
tall.**

**In a hilarious and
often poignant
debut YA novel,
Jesse
Alderman—or
"Sway," as he's
known—avoids
emotional
connection at all
costs, but he's
ultimately forced
to open his heart**

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Irrational Behavior
**when he meets
the girl of his
dreams.**

**How Chance and
Disruption
Increase
Innovation,
Effectiveness,
and Success
Iconoclast
Succeeding
When You're
Supposed to Fail
The Age Curve**

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Irrational Behavior
Second Star
**The Starfish and
the Spider**
License to Pawn
***The Higher Reality
of Business The
health of business
is inextricably
linked with the
health of humanity
and nature. But
our current
approaches to
leadership treat***

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***business as
entirely
separate—and the
result has been
recurring
economic,
environmental,
and human crises.
In this
extraordinary
book, Ram
Nidumolu uses
evocative parables
and stories from***

Bookmark File
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Irresistible Pull Of
***the ancient Indian
wisdom texts, the
Upanishads, to
introduce Being-
centered
leadership. This
new kind of
leadership is
anchored in the
concept of Being,
the fundamental
reality that
underlies all
phenomena. Being-***

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Irresistible Pull Of
Irrational Behavior

***centered leaders
are guided by an
innate sense of int
erconnection—the
good of the whole
becomes an
integral part of
their decisions and
actions. Using the
experiences of
over twenty
trailblazing CEOs,
as well as those
from his own life,***

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Irresistible Pull Of
Irrational Behavior

Nidumolu describes a four-stage road map every aspiring leader can use to reconnect business to the wider world—to the benefit of all. Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian?

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Irresistible Pull Of
Irrational Behavior

***Charismatic? Or
Saint? This book
will show you
which. Charm,
persuasion, the
ability to create
illusions: these are
some of the many
dazzling gifts of
the Seducer, the
compelling figure
who is able to
manipulate,
mislead and give***

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pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In this beautiful, sensually designed book, Greene unearths the two

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Irresistible Pull Of
**sides of seduction:
the characters and
the process.**

**Discover who you,
or your pursuer,
most resembles.
Learn, too, the
pitfalls of the anti-
Seducer. Immerse
yourself in the
twenty-four
manoeuvres and
strategies of the
seductive process,**

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*Irresistible Pull Of
Irrational Behavior*

***the ritual by which
a seducer gains
mastery over their
target. Understand
how to 'Choose the
Right Victim',
'Appear to Be an
Object of Desire'
and 'Confuse
Desire and
Reality'. In
addition, Greene
provides
instruction on how***

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Irresistible Pull Of

*to identify victims
by type. Each*

fascinating

character and each

cunning tactic

demonstrates a

fundamental truth

about who we are,

and the targets

we've become - or

hope to win over.

The Art of

Seduction is an

indispensable

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***primer on the
essence of one of
history's greatest
weapons and the
ultimate power
trip. From the
internationally
bestselling author
of The 48 Laws of
Power, Mastery,
and The 33
Strategies Of War.
The Divided Mind
is the crowning***

Bookmark File
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Irresistible Pull Of
Irrational Behavior

**achievement of Dr.
John E. Sarno's
distinguished
career as a
groundbreaking
medical pioneer,
going beyond pain
to address the
entire spectrum of
psychosomatic
(mindbody)
disorders. The
interaction
between the**

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Irresistible Pull Of
Irrational Behavior

**generally
reasonable,
rational, ethical,
moral conscious
mind and the
repressed feelings
of emotional pain,
hurt, sadness, and
anger
characteristic of
the unconscious
mind appears to be
the basis for
mindbody**

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**disorders. The
Divided Mind
traces the history
of psychosomatic
medicine, including
Freud's crucial
role, and describes
the psychology
responsible for the
broad range of
psychosomatic
illness. The failure
of medicine's
practitioners to**

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Irrational Behavior

***recognize and
appropriately treat
mindbody
disorders has
produced public
health and
economic problems
of major
proportions in the
United States. One
of the most
important aspects
of psychosomatic
phenomena is that***

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knowledge and awareness of the process clearly have healing powers. Thousands of people have become pain-free simply by reading Dr. Sarno's previous books. How and why this happens is a fascinating story, and is revealed in

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***The Divided Mind.
In the bestselling
tradition of Switch
and Made to Stick,
Ori Brafman
reveals how
organizations can
drive growth and
profits by allowing
contained chaos
and disruption the
space to flourish,
generating new
ideas that trigger***

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***innovation. In The
Chaos Imperative,
organizational
expert and
bestselling author
Ori Brafman (Sway,
The Starfish and
the Spider) shows
how even the best
and most efficient
organizations,
from Fortune 500
companies to
today's US Army,***

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***benefit from
allowing a little
unstructured space
and disruption into
their planning and
decision-making.
What Our Words
Say About Us
The Irresistible Pull
of Irrational
Behavior
Crazy***

The Narcissism

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***Epidemic
Nudge***

***A Neuroscientist
Reveals How to
Think Differently***

Draws on
psychological
and
sociological
sources to
explore the
seemingly
magical

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experiences of
engagement that
can occur when
people connect
with one
another,
sharing stories
about
individuals who
have had life-
changing
moments of
positive shared

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focus.
Irrational Behavior

From celebrated
art historian,
curator, and
teacher Sarah
Lewis, a
fascinating
examination of
how our most
iconic creative
endeavors—from
innovation to
the arts—are

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not
achievements
but
conversions,
corrections
after failed
attempts. The
gift of failure
is a riddle: it
will always be
both the void
and the start
of infinite

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possibility.
Irrational Behavior
The Rise—part
investigation
into a
psychological
mystery, part
an argument
about
creativity and
art, and part a
soulful
celebration of
the

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determination
and courage of
the human
spirit—makes
the case that
many of the
world's
greatest
achievements
have come from
understanding
the central
importance of

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failure.
Written over
the course of
four years,
this exquisite
biography of an
idea is about
the improbable
foundations of
a creative
human endeavor.
Each chapter
focuses on the

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inestimable
value of often
ignored
ideas—the power
of surrender,
how play is
essential for
innovation, the
“near win” can
help propel you
on the road to
mastery, the
importance of

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grit and
creative

practice. The
Rise shares
narratives
about figures
past and
present that
range from
choreographers,
writers,
painters,
inventors, and

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entrepreneurs;
Irrational Behavior
Frederick
Douglass,
Samuel F.B.
Morse, Diane
Arbus, and J.K.
Rowling, for
example,
feature
alongside
choreographer
Paul Taylor,
Nobel

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Prize-winning
Irrational Behavior
physicists

Andre Geim and
Konstantin
Novoselov, and
Arctic explorer
Ben Saunders.
With valuable
lessons for
pedagogy and
parenting, for
innovation and
discovery, and

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for self-direction and creativity, The Rise “gives the old chestnut ‘If at first you don’t succeed...’ a jolt of adrenaline” (Elle).

Explores the ongoing

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psychological
forces that
sabotage
rational
behavior in our
personal and
business lives,
revealing how
such factors as
loss aversion,
commitment, and
the diagnosis
bias distort

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logical
thought.

A fascinating
journey into
the hidden
psychological
influences that
derail our deci
sion-making,
Sway will
change the way
you think about
the way you

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think. Why is
it so difficult
to sell a
plummeting
stock or end a
doomed
relationship?
Why do we
listen to
advice just
because it came
from someone
“important”?

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Why are we more likely to fall in love when there's danger involved? In Sway, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all

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these questions
and more.

Drawing on
cutting-edge
research from
the fields of
social
psychology,
behavioral
economics, and
organizational
behavior, Sway
reveals dynamic

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forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias

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(our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily

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assigned to
us). Sway
introduces us
to the Harvard
Business School
professor who
got his
students to pay
\$204 for a \$20
bill, the head
of airline
safety whose
disregard for

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his years of
training led to
the
transformation
of an entire
industry, and
the football
coach who
turned
conventional
strategy on its
head to lead
his team to

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victory. We
also learn the
curse of the
NBA draft,
discover why
interviews are
a terrible way
to gauge future
job
performance,
and go inside a
session with
the Supreme

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Court to see
how the world's
most powerful
justices avoid
the dangers of
group dynamics.
Every once in a
while, a book
comes along
that not only
challenges our
views of the
world but

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changes the way
we think. In

Sway, Ori and
Rom Brafman not
only uncover

rational
explanations

for a wide
variety of

irrational
behaviors but

also point

readers toward

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ways to avoid
Irrational Behavior
succumbing to
their pull.
What the
Post-9/11 World
Should Have
Taught Us About
Leadership