

The Strategy Of Desire

Despite creating vast inequalities and propping up reactionary world regimes, capitalism has many passionate defenders—but not because of what it withholds from some and gives to others. Capitalism dominates, Todd McGowan argues, because it mimics the structure of our desire while hiding the trauma that the system inflicts upon it. People from all backgrounds enjoy what capitalism provides, but at the same time are told more and better is yet to come. Capitalism traps us through an incomplete satisfaction that compels us after the new, the better, and the more. Capitalism's parasitic relationship to our desires gives it the illusion of corresponding to our natural impulses, which is how capitalism's defenders characterize it. By understanding this psychic strategy, McGowan hopes to divest us of our addiction to capitalist enrichment and help us rediscover enjoyment as we actually experienced it. By locating it in the present, McGowan frees us from our attachment to a better future and the belief that capitalism is an essential outgrowth of human nature. From this perspective, our economic, social, and political worlds open up to real political change. Eloquent and enlivened by examples from film, television, consumer culture, and everyday life, Capitalism and Desire brings a new, psychoanalytically grounded approach to political and social theory.

Despite desire's universally understood significance, it has been largely omitted from recent philosophy of mind scholarship. This book's purpose is to redress the imbalance, and to bestow on desire the same level of inquiry as is frequently given to, for example, perception, belief, emotion, and intention. What are desires? According to dogma, desire is a motivational state: desiring is being disposed to act. This conception aligns with the functionalist approach to desire and the standard account of desire's role in explaining action. According to a second influential approach, however, desire is first and foremost an evaluation: "desiring" is representing something as good. Are desires motivational states, or are they evaluative states? The first section of the volume is devoted to these questions, and to the puzzle of desire's essence. The second part investigates some implications that the various conceptions of desire have on a number of fundamental issues. For example, why are inconsistent desires problematic? What is desire's role in practical deliberation? How do we know what we want? This volume will contribute to the emergence of a fruitful debate on a neglected, albeit crucial, dimension of the mind.

The Strategy of Desire Routledge

Value, Reality, and Desire is an extended argument for a robust realism about value. The robust realist affirms the following distinctive theses. There are genuine claims about value which are true or false - there are facts about value. These value-facts are mind-independent - they are not reducible to desires or other mental states, or indeed to any non-mental facts of a non-evaluative kind. And these genuine, mind-independent, irreducible value-facts are causally efficacious. Values, quite literally, affect us. These are not particularly fashionable theses, and taken as a whole they go somewhat against the grain of quite a lot of recent work in the metaphysics of value. Further, against the received view, Oddie argues that we can have knowledge of values by experiential acquaintance, that there are experiences of value which can be both veridical and appropriately responsive to the values themselves. Finally, these value-experiences are not the products of some exotic and implausible faculty of 'intuition'. Rather, they are perfectly mundane and familiar mental states - namely, desires. This view explains how values can be 'intrinsically motivating', without falling foul of the widely accepted 'queerness' objection. There are, of course, other objections to each of the realist's claims. In showing how and why these objections fail, Oddie introduces a wealth of interesting and original insights about issues of wider interest - including the nature of properties, reduction, supervenience, and causation. The result is a novel and interesting account which illuminates what would otherwise be deeply puzzling features of value and desire and the connections between them.

Race, Gender and Desire

The Nature of Desire

Merchants, Power, and the Rise of a New American Culture

What You Desire

The Evolution of Desire

The 48 Laws Of Power

The 33 Strategies Of War

“Forget what you think you know about dating—sexologist Shan Boodram is here to take you back to school.” - Apple Books Review “Boodram’s brand of relationship advice...focuses on empowering single women with the tools they need to succeed in the digital dating era.” - Refinery29 Women: gain control and confidence in your love lives and find the relationship you want with this modern, life-changing guide from the certified sex educator, intimacy expert, and YouTube personality. For younger generations, dating is a complicated mystery. Apps like Tinder and Bumble are supposed to foster connection, but instead serve as a reminder of how painfully single we are. Certified sexologist and intimacy coach Shan Boodram—the most sought-after sex educator on the internet—is about to change all that. In this essential how-to guide, she addresses the realities of life today—when the rules of love and attraction are fluid—and teaches a group of young women how to become master daters in just sixty days. It starts with you. Shan makes clear that love and self-discovery go hand in hand—your dating life is just as much about you as it is about other people. She challenges you to look inside yourself for what you want out of a partner, a relationship and, most important, yourself. Once you figure out what you want from dating, she shows you exactly how to get it. The Game of Desire empowers you to take the lead, learn your strengths, and identify and correct your weaknesses, all the while getting inspired watching a group of women learn how to succeed in today’s dating pool. While many books tell women why they can’t get a date, Shan teaches you the skills and techniques necessary to take charge in today’s competitive and often confusing dating scene, providing the tools essential to attract—and retain—the partner(s) you want. From learning love languages to debunking dating myths, she helps women build knowledge and confidence. Featuring conversational case studies, comprehensive facts about the psychology of sex and romance, and expert insight into sex culture, and written with her trademark humor and charm, The Game of Desire is a must for all of Shan’s fans and for every woman struggling to feel loved and desired.

Since the turn of the century, we have seen hopes of a new era of peace shattered by the 9/11 attack on the US. We have witnessed the US become embroiled in a divisive and seemingly unwinnable war in Iraq.. We have looked on as new nuclear rivalries have sprung up with Iran and North Korea. We have also seen Europe struggle to define its place in the New World Order. And we have observed the balance of world focus shift towards China and India as they have continued their unprecedented economic rise. What is the significance of all of this? Are these random events or is there an underlying pattern? What is required of leaders and individuals to propel the world in a more positive direction? The Master Strategist provides the means to decipher these changes, offering unique insights into the issues and patterns that are defining the future, and pointing the way to strategies for a freer and more peaceful and prosperous world.

#1 NEW YORK TIMES BESTSELLER • More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you’re running an entire company or in your first management job. “A must-read for anyone who cares about business.”—The New York Times When Execution was first published, it changed the way we did our jobs by focusing on the critical importance of “the discipline of execution”: the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future: • Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge. • Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management. • Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. • Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a “vision” and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

Sizzling love stories packed with erotic suspense - this e-book series features self-contained erotic love stories in picturesque settings. Twenty-four-year-old Lucrezia loves the nightlife. Always looking for adventure, she lives by the motto: no love, no pain. Her strategy seems to work, even though none of her lovers have ever managed to fully please her. That is, until she meets Fabrizio. Sexy and arrogant, he is totally her kind of guy. But following a hot night of passion, she realizes she can't just dispose of him. After all, he seems willing to do anything to make her admit that their night together was something truly special.

Brand Desire

Capitalism and Desire

The Discipline of Getting Things Done

The Strategy of Denial

5 Surprising Secrets to Dating with Dominance--and Getting What You Want

Strategies of Human Mating

Execution

Airships, sky-pirates, smugglers and soldiers... An Airship Named Desire is an action-filled steampunk adventure. Ever since their last botched smuggling job, First Mate Bea and the crew of her airship can barely afford fuel, let alone a barrel of grog. So, when a gentleman from Old Germany offers them a fortune to steal a locked box from a British merchant airship, they jump at the opportunity. Somehow, though, their employer forgot to mention the box's military escort, and the Morlock mercenaries who would kill to get their hands on it. Oh, and that if made public, the contents could engulf Europe in another devastating war. Stealing the box was the easy part. Now, with a target on their back, and some of the toughest characters in the sky after them, they have to find a way to survive. If the crew of the Desire don't polish their pistols and prepare for a hell of a fight, they'll end up worse than grounded. After all, everyone from the Brits to the Morlocks will kill for the contents of that box, and no one survives an airship crash.

Ernest Dichter is famous as one of the founding fathers of motivational research. In applying the social sciences to a variety of problems, Dichter emphasized new approaches to problem solving, advertising, politics, and selling, and issues of social significance such as urban renewal, productivity, and drug addiction. As an author and corporate adviser, he used psychoanalytic theory and depth interviewing to uncover unconsciously held attitudes and beliefs. He goal was to help explain why people act the way they do and how positive behavioral change might be achieved. In The Strategy of Desire, Dichter both counters the argument that motivational research amounts to manipulation, and shows how the understanding and modification of human behavior is necessary for progress. Dichter's survey and analysis of behavior ranges widely. He examines everyday matters of product choice, as well as such broad civic issues as voter participation, religious toleration, and racial understanding. He shows that in order to achieve socially constructive goals, it is necessary to move beyond theological exhortation, which takes an unrealistic view of human morality, as well as beyond the limits of empirically oriented social science research, which only deals in appearances. Dichter sees human action as rooted in irrational and often unconscious motivation, which can usually be uncovered if the correct approach is used. In his consumer research, he analyzes the nonutilitarian importance of objects in everyday life, as well as how products and materials become bound with emotional resonance or acquire different meanings from different contexts or points of view. Dichter shows that success depends on the satisfaction of desires and a movement beyond the ethic of work and saving. Arguing that in an increasingly technological world, progress and social harmony are materially based, he advocates a morality of the good life in which prosperity and leisure lead to greater human self-assurance in the face of change. First published in 1960, The Strategy of Desire is especially timely in the age of the Internet and ever-increasing effect of sophisticated computer technology on consumer culture. Ernest Dichter (1907-1991) was consulting psychologist for the Columbia Broadcasting System from 1943 to 1946, president of the Institute for Motivational Research, and founder of Ernest Dichter Associates International. His books include, The Psychology of Everyday Life, Handbook of Consumer Motivation, Motivating Human Behavior, and The Naked Manager. Arthur Asa Berger is professor of broadcast and electronic communication arts at San Francisco State University.

Examines and explains the revolutionary business frameworks of Michael Porter, with examples to illustrate and update Porter's ideas for achieving and sustaining competitive success.

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Strategic Dilemmas in the Real World

An Airship Named Desire

The Anatomy of Desire

Rekindling Desire

Desire in the Age of Robots and AI

Better Than Before

A Novel

“A debut story collection of the rarest kind ... you wish that every single entry could be an entire novel.” ||Entertainment Weekly Fresh, intimate stories of women’s lives from an extraordinary new literary voice, laying bare the unexpected beauty and irony in contemporary life A college freshman, traveling home, strikes up an odd, ephemeral friendship with the couple next to her on the plane. A mother prepares for her son’s wedding, her own life unraveling as his comes together. A long-lost stepbrother’s visit to New York prompts a family’s reckoning with its old taboos. A wife considers the secrets her marriage once contained. An office worker, exhausted by the ambitions of the men around her, emerges into a gridlocked city one afternoon to make a decision. In these eleven powerful stories, thrilling desire and melancholic yearning animate women’s lives, from the brink of adulthood to the labyrinthine path between twenty and thirty, to middle age, when certain possibilities quietly elapse. Tender, lucid, and piercingly funny, Objects of Desire is a collection pulsing with subtle drama, rich with unforgettable scenes, and alive with moments of recognition each more startling than the last! a spellbinding debut that announces a major talent.

A “drop-dead shocker” (Washington Post Book World) that uses evolutionary psychology to explain human mating and the mysteries of love If we all want love, why is there so much conflict in our most cherished relationships? To answer this question, we must look into our evolutionary past, argues prominent psychologist David M. Buss. Based on one of the largest studies of human mating ever undertaken, encompassing more than 10,000 people of all ages from thirty-seven cultures worldwide, The Evolution of Desire is the first work to present a unified theory of human mating behavior. Drawing on a wide range of examples of mating behavior — from lovebugs to elephant seals, from the Yanomamö tribe of Venezuela to online dating apps — Buss reveals what women want, what men want, and why their desires radically differ. Love has a central place in human sexual psychology, but conflict, competition, and manipulation also pervade human mating — something we must confront in order to control our own mating destiny. Updated to reflect the very latest scientific research on human mating, this definitive edition of this classic work of evolutionary psychology explains the powerful forces that shape our most intimate desires.

For over a decade Rekindling Desire has helped to restore and restructure sexuality in thousands of lives. This expanded edition continues the exploration of inhibited sexual desire and no-sex relationships by respected therapist Barry McCarthy, who brings decades of knowledge and the expertise that comes from having treated almost 3,000 couples for sexual problems. Contained within are suggested strategies and exercises that help develop communication and sexual skills, as well as interesting case studies that open the doors to couples’ sexual frustrations. The shame, embarrassment, and hesitancy that individuals feel with themselves, and the resentment and blame they can feel towards their sexual partners, are explored and put into context. Whether you are married, cohabitating, or dating, or if you are 25, 45, or 75, reading this book will help renew your sexual desire and put you on the path towards healthy, pleasure-oriented sexuality.

Whoever said happy endings were easy was a fool or a liar. Cursed nearly a century ago by a demon he was hunting, Quinn Byrnes has waited impatiently to feel the sense of his mate in his head. After watching his brother settle down with a mate, a spark of hope ignites in Quinn when he finally feels the connection to his own woman. Following the instincts of his inner dragon, Quinn lands in London only to discover the woman destined to break his curse is working for his enemies. Lily Delaney would do anything to guarantee her sister's safety—including working as a bounty hunter for a powerful demon. When her latest hunt ends in failure, Lily finds herself face to face with a shifter who dumps equal amounts of desire and anger in her veins. Quinn is tall, tattooed, and his dazzling green eyes challenge her to take him as a mate even as he sets her life on fire. Quinn's presence unleashes unwanted demonic attention in the form of an ancient enemy that's now turned his sights on Lily. But with her target in the wind and her sister on the chopping block as punishment, time is running out for Lily to launch a daring rescue. As their foes circle, Quinn and Lily orbit around a truth neither wants to admit: happy endings come with a price.

The Desire to Know and Why Your Future Depends On It

Curious

Dragon's Desire

The Essential Guide to Competition and Strategy

The Botany of Desire

The Psychic Cost of Free Markets

The Difference and Why It Matters

A Publishers Weekly Best Mystery/Thriller of 2021 Audie Award finalist for Multi-Voice Performance For fans of riveting true crime docuseries a la Serial and Making a Murderer, The Anatomy of Desire is a modern tale of crime and punishment exploring unbridled ambition, blinding passion, and the dark side of desire Ambition. Passion. Betrayal. Murder? Claire Griffith has it all, a thriving career, a gorgeous boyfriend, glamorous friends. She always knew she was destined for more than the life her conservative parents preached to her. Arriving in Los Angeles flat broke, she has risen to become a popular fitness coach and social media influencer. Having rebranded herself as Cleo Ray, she stands at the threshold of realizing her biggest dreams. One summer day, Cleo and a woman named Beck Alden set off in a canoe on a serene mountain lake. An hour later, Beck is found dead in the water and Cleo is missing. Authorities suspect foul play, and news of Cleo's involvement goes viral. Who was Beck? An infatuated follower? Were she and Cleo friends or lovers? Was Beck's death an accident . . . or murder? Told in the form of an immersive investigative docuseries, L. R. Dorn's brilliant reimagining of Theodore Dreiser's classic crime drama, An American Tragedy, captures the urgency and poignance of the original and rekindles it as a very contemporary and utterly mesmerizing page-turner that will keep you guessing... Did she or didn't she?

Why and how America's defense strategy must change in light of China's power and ambition Elbridge A. Colby was the lead architect of the 2018 National Defense Strategy, the most significant revision of U.S. defense strategy in a generation. Here he lays out how America's defense must change to address China's growing power and ambition. Based firmly in the realist tradition but deeply engaged in current policy, this book offers a clear framework for what America's goals in confronting China must be, how its military strategy must change, and how it must prioritize these goals over its lesser interests. The most informed and in-depth reappraisal of America's defense strategy in decades, this book outlines a rigorous but practical approach, showing how the United States can prepare to win a war with China that we cannot afford to lose—precisely in order to deter that war from happening.

Providing a comprehensive perspective on human desire, this volume brings together leading experts from multiple psychological subdisciplines. It addresses such key questions as how desires of different kinds emerge, how they influence judgment and decision making, and how problematic desires can be effectively controlled. Current research on underlying brain mechanisms and regulatory processes is reviewed. Cutting-edge measurement tools are described, including practical recommendations for their use. The book also examines pathological forms of desire and the complex relationship between desire and happiness. The concluding section analyzes specific applied domains—eating, sex, aggression, substance use, shopping, and social media.

Practical advice for redesigning “big, old” companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape. Five Building Blocks of Digital Business Success Shared Customer Insights Operational Backbone Digital Platform Accountability Framework External Developer Platform

Fateful Triangle

What I Learned About Making and Breaking Habits--to Sleep More, Quit Sugar, Procrastinate Less, and Generally Build a Happier Life

Private Desire - Hot Night at the Beach

A Book on Desire, Most Difficult to Tell

Value, Reality, and Desire

An Investigation in Science Fiction and Fact

Narrative Strategies and the Production of Ideology in the Fiction of Toni Cade Bambara, Toni Morrison and Alice Walker

"An examination of the paradox at the core of female sexuality argues that public-life requirements often directly contrast with intimate desires, drawing on the author's academic studies to explore the oppositional aspects of dominance versus submission, liberation verses dependence and masculinity versus femininity."

The third in Robert Greene's bestselling series is now available in a pocket sized concise edition. Following 48 Laws of Power and The Art of Seduction, here is a brilliant distillation of the strategies

of war to help you wage triumphant battles everyday. Spanning world civilisations, and synthesising dozens of political, philosophical, and religious texts, The Concise 33 Strategies of War is a guide to

the subtle social game of everyday life. Based on profound and timeless lessons, it is abundantly illustrated with examples of the genius and folly of everyone from Napoleon to Margaret Thatcher and

Hannibal to Ulysses S. Grant, as well as diplomats, captains of industry and Samurai swordsmen.

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis

XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than

necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of

great figures from the past who have wielded - or been victimised by - power. _____ (From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over

fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural

to lose yourself when you have success, to start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the

people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People

set higher standards for me, and I love it.

Presents the comprehensive framework of analytical techniques to help a firm analyze its industry as a whole and predict the industry's future evolution, to understand its competitors and its own position

...

Competitive Strategy

A Strategy for Leading Innovation

Power, Purpose and Principle in Action

Building Continuous Customer Relationships for Competitive Advantage

STRATEGY OF DESIRE.

Desire by Design

A Plant's-Eye View of the World

This book examines how science fiction's portrayal of humanity's desire for robotic companions influences and reflects changes in our actual desires. It begins by taking the reader on a journey that outlines basic human desires—in short, we are storytellers, and we need the

objects of our desire to be able to mirror that aspect of our beings. This not only explains the reasons we seek out differences in our mates, but also why we crave sex and romance with robots. In creating a new species of potential companions, science fiction highlights what

already want and how our desires dictate—and are in return recreated—by what is written. But sex with robots is more than a sci-fi pop-culture phenomenon; it's a driving force in the latest technological advances in cybernetic science. As such, this book looks at both what v

imagine and what we can create in terms of the newest iterations of robotic companionship.

NEW YORK TIMES BESTSELLER • The author of The Happiness Project and “a force for real change” (Brené Brown) examines how changing our habits can change our lives. “If anyone can help us stop procrastinating, start exercising, or get organized, it's Gretchen Rubin. The

happiness guru takes a sledgehammer to old-fashioned notions about change.”—Parade Most of us have a habit we'd like to change, and there's no shortage of expert advice. But as we all know from tough experience, no magic, one-size-fits-all solution exists. It takes work to

make a habit, but once that habit is set, we can harness the energy of habits to build happier, stronger, more productive lives. In Better Than Before, acclaimed writer Gretchen Rubin identifies every approach that actually works. She presents a practical, concrete framework to

allow readers to understand their habits—and to change them for good. Infused with Rubin's compelling voice, rigorous research, and easy humor, and packed with vivid stories of lives transformed, Better Than Before explains the (sometimes counterintuitive) core principles of

habit formation and answers the most perplexing questions about habits: • Why do we find it tough to create a habit for something we love to do? • How can we keep our healthy habits when we're surrounded by temptations? • How can we help someone else change a habit? Rubin reveals the true secret to habit change: first, we must know ourselves. When we shape our habits to suit ourselves, we can find success—even if we've failed before. Whether you want to eat more healthfully, stop checking devices, or finish a project, the invaluable ideas

Better Than Before will start you working on your own habits—even before you've finished the book.

Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you

could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs

as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost

operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as

healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships.

The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a

startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrate

rich examples, how-to advice, and practical tools in the form of “workshop chapters” throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

Getting other people to do what we want is a useful skill for anyone. Whether you're seeking a job, negotiating a deal, or angling for that big promotion, you're engaged in strategic thought and action. In such moments, you imagine what might be going on in another person's

head and how they'll react to what you do or say. At the same time, you also try to pick the best way to realize your goals, both with and without the other person's cooperation. Getting Your Way teaches us how to win that game by offering a fuller understanding of how strat

works in the real world. As we all know, rules of strategy are regularly discovered and discussed in popular books for business executives, military leaders, and politicians. Those works with their trendy lists of pithy maxims and highly effective habits can help people avoid

mistakes or even think anew about how to tackle their problems. But they are merely suggestive, as each situation we encounter in the real world is always more complex than anticipated, more challenging than we had hoped. James M. Jasper here shows us how to anticipate

those problems before they actually occur—by recognizing the dilemmas all strategic players must negotiate, with each option accompanied by a long list of costs and risks. Considering everyday dilemmas in a broad range of familiar settings, from business and politics to love

and war, Jasper explains how to envision your goals, how to make the first move, how to deal with threats, and how to employ strategies with greater confidence. Alexander the Great, Genghis Khan, Rosa Parks, Hugo Chávez, and David Koresh all come into play in this smart

and engaging book, one that helps us recognize and prepare for the many dilemmas inherent in any strategic action.

Dealing in Desire

Unmastered

Getting Your Way

Techniques for Analyzing Industries and Competitors

Good Strategy, Bad Strategy

Designed for Digital

American Defense in an Age of Great Power Conflict

Desire is big business. If companies can create true desirability for their brands, customers will not only express preference and loyalty, they also show a willingness to act as brand

champions, participate in online communities, co-create innovative ideas, and show the sort of commitment that is normally associated with fervent employees. However, desire doesn't just

happen. Brands need to nurture it by offering both security and surprise. This isn't just about marketing, but rather a reflection of an organization-wide culture and perspective. Using

international case studies, Brand Desire explains how companies can engage customers emotionally and create value for them. Managers can successfully build and maintain brand desire through

specific strategies and tools, such as: • **promoting a principles-driven organization that is grounded in its heritage and distinctive competences;** • **creating a supportive culture that**

encourages the active participation of people in brand development; • **providing an opportunity for people to communicate more with each other and to encourage socialization through**

communities and events; and • **offering outstanding experiences: being consistent in delivery, from first communications through to after-sales service and support. In a crowded sales**

environment, brand desire can elevate any product or service so that it stands out from the crowd – and stays there. Brand Desire demonstrates how desirable brands are about desirable

experiences, and shows what companies can do to maximize those experiences for their customers.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-

oriented plans for real-world results.

Conventional thinking has brands trying to give customers what they want. But what if wanting is no longer enough? A customer may want a great mobile phone, for example, and there are many

options. But a huge majority will choose the now iconic iPhone, even waiting long hours in lines to purchase the latest model. This is not simply about wanting. It's about desire. The

question for brand marketers is how to make that elusive magic happen. In Desire by Design, Jean-Pierre Lacroix unravels the irrational element of desire and explains how brands, designers,

and marketers can tap into the emotional high that elicits such passion for certain brands. Jean-Pierre shapes high-level ideas and insights from neuroscience, cult fanaticism, and

behavioral psychology into practical worksheets that explain the how-to in creating desire for a brand. Using design philosophies he has developed through his thirty years of experience,

Jean-Pierre offers interesting history, insights from scientific research, and actionable advice to lead brands from a “want” category to the much-coveted “desire” space in the marketplace.

How to Innovate and Execute Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well

understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both,

simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your

current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's innovation tool kit with a simple and proven method for allocating

the organization's energy, time, and resources—in balanced measure—across what he calls “the three boxes”: • **Box 1: The present—Manage the core business at peak profitability** • **Box 2: The**

past—Abandon ideas, practices, and attitudes that could inhibit innovation • **Box 3: The future—Convert breakthrough ideas into new products and businesses The three-box framework makes**

leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all levels of the

organization. Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of leaders who have successfully used

this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

Stories

How to Create Consumer Involvement and Inspiration

What Data-Driven Marketers Should Know About Driving Desire for Their Brands

Understanding Michael Porter

Asian Ascendancy, Western Decline, and the Hidden Currencies of Global Sex Work

The Master Strategist

Connected Strategy

The book that helped make Michael Pollan, the New York Times bestselling author of How to Change Your Mind, Cooked and The Omnivore's Dilemma, one of the most trusted food experts in America Every schoolchild learns about

the mutually beneficial dance of honeybees and flowers: The bee collects nectar and pollen to make honey and, in the process, spreads the flowers' genes far and wide. In The Botany of Desire, Michael Pollan ingeniously

demonstrates how people and domesticated plants have formed a similarly reciprocal relationship. He masterfully links four fundamental human desires—sweetness, beauty, intoxication, and control—with the plants that

satisfy them: the apple, the tulip, marijuana, and the potato. In telling the stories of four familiar species, Pollan illustrates how the plants have evolved to satisfy humankind's most basic yearnings. And just as we've

benefited from these plants, we have also done well by them. So who is really domesticating whom?

This captivating ethnography explores Vietnam's sex industry as the country ascends the global and regional stage. Over the course of five years, author Kimberly Kay Hoang worked at four exclusive Saigon hostess bars

catering to diverse clientele: wealthy local Vietnamese and Asian businessmen, Viet Kieu (ethnic Vietnamese living abroad), Western businessmen, and Western budget-tourists. Dealing in Desire takes an in-depth and often

personal look at both the sex workers and their clients to show how Vietnamese high finance and benevolent giving are connected to the intimate spheres of the informal economy. For the domestic super-elite who use the

levers of political power to channel foreign capital into real estate and manufacturing projects, conspicuous consumption is a means of projecting an image of Asian ascendancy to potential investors. For Viet Kieu and

Westerners who bring remittances into the local economy, personal relationships with local sex workers reinforce their ideas of Asia's rise and Western decline, while simultaneously bolstering their diminished

masculinity. Dealing in Desire illuminates Ho Chi Minh City's sex industry as not just a microcosm of the global economy, but a critical space where dreams and deals are traded.

Today it seems we have the world at our fingertips. Thanks to smartphones and tools such as Google and Wikipedia, we're able feed any aspect of our curiosity instantly. But does this mean we are actually becoming more

curious? Absolutely not. In Curious, Ian Leslie argues that true curiosity—the sustained quest for understanding that begets insight and innovation—is becoming increasingly difficult to harness in our wired world. We

confuse ease of access to information with curiosity, and risk losing our ability to ask questions that extend our knowledge gap rather than merely filling it. Worst of all, this decline in curiosity has led to a decline

in empathy and our ability to care about those around us. Combining the latest science with an urgent call to cultivate curious minds, Curious draws on psychology, social history, and popular culture to show that being

deeply curious is our only hope when it comes to solving current crises—as well as an essential part of being human.

Sebastian Ashcroft, the Marquess of Danesfield, had no intention of accompanying Sophie Beaufort on a ludicrous quest to find her missing brother. Nor did he want to be part of the investigation into her brother's

dealings with the mysterious Comte de Dampierre. But desire can do strange things to a man. Threatened with an indecent proposal from a dissolute French comte, Sophie Beaufort is forced to travel to London to discover the

reason behind her brother's mysterious disappearance. Capable of handling her own affairs, the last thing she wants is to be encumbered by the dishonourable Marquess of Danesfield – a man she so desperately wants to hate.

But does love once blossomed ever truly fade?

How to Architect Your Business for Sustained Success

Objects of Desire

Land of Desire

The Psychology of Desire

The Strategy of Desire

How China Shaped U.S.-India Relations During the Cold War

This monumental work of cultural history was nominated for a National Book Award. It chronicles America's transformation, beginning in 1880, into a nation of consumers, devoted to a cult of comfort, bodily well-being, and

endless acquisition. 24 pages of photos.

Taking a long view of the three-party relationship, and its future prospects In this Asian century, scholars, officials and journalists are increasingly focused on the fate of the rivalry between China and India. They see

the U.S. relationships with the two Asian giants as now intertwined, after having followed separate paths during the Cold War. In Fateful Triangle, Tanvi Madan argues that China's influence on the U.S.-India relationship

is neither a recent nor a momentary phenomenon. Drawing on documents from India and the United States, she shows that American and Indian perceptions of and policy toward China significantly shaped U.S.-India relations in

three crucial decades, from 1949 to 1979. Fateful Triangle updates our understanding of the diplomatic history of U.S.-India relations, highlighting China's central role in it, reassesses the origins and practice of

Indian foreign policy and nonalignment, and provides historical context for the interactions between the three countries. Madan's assessment of this formative period in the triangular relationship is of more than historic

interest. A key question today is whether the United States and India can, or should develop ever-closer ties as a way of countering China's desire to be the dominant power in the broader Asian region. Fateful Triangle

argues that history shows such a partnership is neither inevitable nor impossible. A desire to offset China brought the two countries closer together in the past, and could do so again. A look to history, however, also

shows that shared perceptions of an external threat from China are necessary, but insufficient, to bring India and the United States into a close and sustained alignment: that requires agreement on the nature and urgency

of the threat, as well as how to approach the threat strategically, economically, and ideologically. With its long view, Fateful Triangle offers insights for both present and future policymakers as they tackle a fateful,

and evolving, triangle that has regional and global implications.

The Game of Desire

The Three-Box Solution