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Uncommon
Nonsense
Sense

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Nonsense

'A breakthrough
book.

Wonderfully
applicable to
everything in
life, and funny
as hell.'

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Nassim Nicholas
Taleb Why is
Red Bull so
popular – even
though everyone
hates the
taste? Why do
countdown
boards on
platforms take
away the pain
of train
delays? And why

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do we prefer
stripy

toothpaste?

Discover the
alchemy behind
original

thinking, as
TED Talk

superstar and
Ogilvy

advertising
legend Rory
Sutherland

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reveals why
abandoning
logic and
casting aside
rationality is
the best way to
solve any
problem. In his
first book he
blends cutting-
edge
behavioural
science, jaw-

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dropping
stories and a
touch of
branding magic
on his mission
to turn us all
into idea
alchemists. He
shows how
economists,
businesses and
governments
have got it all

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wrong: we are
not rational
creatures who
make logical
decisions based
on evidence.

Instead, the
big problems we
face every day,
whether as an
individual or
in society,
could very well

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be solved by
thinking less

logically. To
be brilliant,
you have to be
irrational.

Jim Paul's
meteoric rise
took him from a
small town in
Northern
Kentucky to
governor of the

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Chicago
Mercantile
Exchange, yet
he lost it
all--his
fortune, his
reputation, and
his job--in one
fatal attack of
excessive
economic
hubris. In this
honest, frank

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analysis, Paul
and Brendan
Moynihan
revisit the
events that led
to Paul's
disastrous
decision and
examine the
psychological
factors behind
bad financial
practices in

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Common
several
Nonsense
economic

sectors. This
book--winner of
a 2014 Axiom
Business Book
award gold
medal--begins
with the
unbroken string
of successes
that helped
Paul achieve a

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jet-setting
lifestyle and
land a key spot
with the
Chicago
Mercantile
Exchange. It
then describes
the
circumstances
leading up to
Paul's \$1.6
million loss

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Common
and the
Nonsense
essential

lessons he
learned from
it--primarily
that, although
there are as
many ways to
make money in
the markets as
there are
people
participating

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in them, all losses come from the same few sources. Investors lose money in the markets either because of errors in their analysis or because of psychological barriers

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preventing the application of analysis. While all analytical methods have some validity and make allowances for instances in which they do not work, psychological factors can

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keep an investor in a losing position, causing him to abandon one method for another in order to rationalize the decisions already made.
Paul and

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Moynihan's
cautionary tale
includes
strategies for
avoiding loss
tied to a
simple
framework for
understanding,
accepting, and
dodging the
dangers of
investing,

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Nonsense
trading, and
speculating.

INSTANT NEW
YORK TIMES
BESTSELLER "If
there's one
book you pick
up this summer,
make it this
one." -

Washington Post
"A wise and
intimate book

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about a
solitary woman,
a biologist by
training, who
befriends a
fox." - Yann
Martel, author
of Life of Pi
Catherine Raven
has lived alone
since the age
of 15. After
finishing her

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PhD in biology,
she built
herself a tiny
cottage on an
isolated plot
of land in
Montana, in a
place as far
away from other
people as
possible. She
viewed the
house as a way

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station, a
temporary rest
stop where she
could gather
her nerves and
fill out
applications
for what she
hoped would be
a real job that
would help her
fit into
society. Then

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one day she realises she has company: a mangy-looking fox who starts showing up at her house every afternoon at 4.15pm. She has never had a visitor before. How do you even talk to a fox?

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She brings out her camping chair, sits as close to him as she dares, and begins reading to him from *The Little Prince*.

Her scientific training has taught her not to anthropomorphise animals,

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yet as she
grows to know
him, his
personality
reveals itself
and the two
form a powerful
bond - shaken
only when
natural
disaster
threatens to
destroy their

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woodland
refuge. Fox and
I is a story of
survival and
transformation,
a captivating
tale of a
friendship
between two
species in a
shared habitat,
battling
against the

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uncontainable
forces of
nature on one
side and
humanity on the
other -
immersive,
original and
utterly
unforgettable.
There are many
books on
strategy, but

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very few focus
on helping CEOs
fulfill their
role in leading
strategy in
their
organization.
The CEO's
Strategy
Handbook will
give CEOs and
senior
executives

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provocative
insights and
pragmatic
advice to
setting
strategy,
leading the
strategy
process, and
turning winning
strategies into
great results.

The term

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strategy has,
with the help
of consultants
and academics,
developed a
mystique that
makes it sound
difficult,
complicated and
only for people
with an IQ
greater than
150. Stuart

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Cross smashes through this misconception, showing CEOs that this critical element in improving the performance of their business is a straightforward--and even enjoyable--proc

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ess that they
can feel
confident in
mastering. The
fundamentals to
great strategy
and effective
implementation
remain the
same. Setting a
clear
direction,
rigorously

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Nonsense

identifying and
pursuing
opportunities
where the
organization
has competitive
advantages,
combined with
an ability to
make trade-
offs, focus on
priorities,
communicate the

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Nonsense

bigger picture
and drive accou
ntabilities are
the ways in
which the CEO
can make a
strategy come
to life and
deliver
dramatic and
sustainable
success. This
book shows CEOs

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Nonsense

how they can
make this
happen in their
own
organization.
It includes
case studies,
self-tests,
interviews with
leading CEOs,
charts,
frameworks and
action plans to

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bring the ideas
alive for the
readers.

The Grid

Uncommon Sense,
Common Nonsense

The big effects
of small

behaviour

changes in

business

Philosophical

Compositions

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The Daily Show
(The Book)

Profiting from
Evidence-based
Management
Hard Facts,
Dangerous Half-
Truths, and
Total Nonsense

*NEW YORK
TIMES*

BESTSELLER The

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Nonsense

*complete,
uncensored
history of the
award-winning
The Daily Show
with Jon Stewart,
as told by its
correspondents,
writers, and host.
For almost
seventeen years,
The Daily Show*

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Common
Nonsense
with Jon Stewart
brilliantly
redefined the
borders between
television comedy,
political satire,
and opinionated
news coverage. It
launched the
careers of some of
today's most
significant

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Nonsense*
comedians,
highlighted the
hypocrisies of the
powerful, and
garnered 23
Emmys. Now the
show's behind-the-
scenes gags,
controversies, and
camaraderie will
be chronicled by
the players

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themselves, from
legendary host
Jon Stewart to the
star cast members
and writers-
including
Samantha Bee,
Stephen Colbert,
John Oliver, and
Steve Carell - plus
some of The Daily
Show's most

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Nonsense*
prominent guests
and adversaries:
John and Cindy
McCain, Glenn
Beck, Tucker
Carlson, and
many more. This
oral history takes
the reader behind
the curtain for all
the show's
highlights, from

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Nonsense

*its origins as
Comedy Central's
underdog late-
night program to
Trevor Noah's
succession, rising
from a scrappy
jester in the
24-hour political
news cycle to
become part of
the beating heart*

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*of politics-a
trusted source for
not only comedy
but also
commentary, with
a reputation for
calling bullshit
and an ability to
effect real change
in the world.*

*Through years of
incisive election*

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Nonsense
*coverage,
passionate
debates with
President Obama
and Hillary
Clinton, feuds
with Bill O'Reilly
and Fox, and
provocative takes
on Wall Street
and racism, The
Daily Show has*

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*been a cultural
touchstone. Now,
for the first time,
the people behind
the show's
seminal moments
come together to
share their
memories of the
last-minute
rewrites,
improvisations,*

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*Common
Nonsense*
pranks, romances,
blow-ups, and
moments of Zen
both on and off
the set of one of
America's most
groundbreaking
shows.

*This is the
leadership book
you have to read:
a barn-storming*

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*Common
Nonsense*
*new take on what
makes a versatile,
integrated, and
effective leader
Using stories and
examples from the
lives of leaders,
from the sports
stadium to the
White House to
the office of the
CEO, Nicholson*

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Common Nonsense
shows vividly how
the capacity of
leaders to see
what others do
not see frames
their actions and
allows them to
transform, build,
destroy, or
stabilize. Leaders
fail through lack
of insight—into

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Nonsense*

*themselves and
into the worlds
they inhabit. The
strategic
challenge of
leadership is to
find the right
balance between
impact and
versatility and the
successful
crafting of an*

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Nonsense*
*identity that
merges the leader
and the
surrounding
culture or
'zeitgeist.'*

*Leaders covered
in the book
include: George
Bush, Tony Blair,
George S Patton,
Warren Buffet,*

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*Steve Jobs, Josef
Stalin, Hannibal,
Elizabeth I,
Nelson Mandela,
Edith Cowan,
Abraham Lincoln,
Mohandas
Gandhi, Henry
Ford, Ernest
Shackleton,
Barack Obama,
Robert Maxwell,*

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Common Nonsense
*JFK, Pope John
XXIII, Margaret
Thatcher, and
Samuel Pepys.
This book
resonates with
insights and
searching
questions on the
nature of human
leadership. It will
be an invaluable*

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*guide to
managers,
consultants, and
people
everywhere.*

*Winner of the
Gold Medal, Top
Sales &
Marketing Book
of 2017, Top Sales
& Marketing
Awards You're a*

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*talented sales
professional, but
you face big hairy
sales challenges
every day and you
just can't seem to
get anywhere. *
Why can't I get
time with my
prospects and
clients? * Why are
my benefit-loaded*

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Nonsense*
*e-mails and phone
calls falling on
deaf ears? * How
do I loosen the
stranglehold of an
established
supplier? * How
do I convert more
leads into sales? *
How do I stand
out when my
competition*

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*Common
Nonsense*
*claims the exact
same benefits?*

*Same old
questions, but in
today's market
they call for
different answers.
Uncommon Sense
shows you how to
shift your thinking
and behavior to
stand out from the*

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Common
Nonsense
*pack and achieve
bigger, better
sales, faster. It's
time to dispense
with the common
nonsense of dusty
old selling
imperatives (like,
elevator pitches,
unique value
propositions, and
Always Be*

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*Closing). Stop
thinking like a
seller, and start
thinking like your
customers and
prospects.*

*Uncommon Sense
shows you how to
shift the way you
sell . . . and the
results you get: **
Provides a toolkit

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Uncommon Sense

*Common
Nonsense*
*of practical
strategies and
tactics that will
improve your
access to
prospects, enrich
engagements with
your customers,
and transform
your results. **
*Features dozens
of examples of*

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*Common
Nonsense*
*calls gone
seriously wrong,
career-changing
stories of real
salespeople, eye-
opening statistics,
and tips for
thinking your way
out of self-
defeating
behaviors into
providing real*

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*value for clients. **
Presents counter-intuitive sales thinking in bite-sized chunks for the busy salesperson who wants practical advice on specific topics. Whether you're a seasoned sales pro or a

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novice, a sales manager who wants to launch the team to new levels of performance, or a small business owner struggling with the selling role, Uncommon Sense is the personal sales

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Nonsense*
coach you need to
shift your
thinking, shift
your habits, and
shift your
performance to
new heights.

*What does it take
to build a
marriage that will
last? Tony and
Lauren Dungy*

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*have together
known the highest
of highs and the
lowest of lows.
They fell in love,
built a family, and
made sports
history when Tony
became the first
African American
head coach to win
the Super Bowl.*

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*Yet they've also
gone through
difficult, relations
hip-testing
setbacks,
including job loss
and devastating
personal tragedy.
In a culture where
it seems harder
and harder to
make marriage*

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last, what has kept the Dungys strong through it all? In Uncommon Marriage, Tony and Lauren share the secrets that hold them together, revealing what they've learned so far about being a

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*good husband or
wife; getting
through times of
loss, grief, or
change; staying
connected despite
busy schedules;
supporting each
other's dreams
and goals; and
helping each
other grow*

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Common Nonsense
spiritually. They offer encouragement and practical advice to equip your marriage to survive tough issues and flourish with joy, purpose, and partnership—in other words, to be

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*a marriage that is
truly uncommon.*

A Not B

FT Essential

Guide to

Developing a

Business Strategy

The Breakthrough

Files

How I Ghosted

My Cell Phone to

Take Back My Life

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Nonsense

*Strategies for
Seeing, Being and
Doing
Ripple
Everything is
Obvious*

What separates
the world's most
successful
entrepreneurs and
business tycoons
from the rest? It's

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Nonsense

not their
superhuman
intelligence. It's
something more
fundamental: they
understand how to
turn uncertainty to
their advantage.
We all know that
the future is
inherently
unknowable, and
yet we behave and

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Nonsense

plan as though it is. Once we truly understand the nature of uncertainty, though, we can take practical steps to make the most of the opportunities that come our way. In Mastering Uncertainty award-

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winning author

Nonsense
Matt Watkinson

and investor and

entrepreneur

Csaba Konkoly

offer a masterclass

on the workings of

luck and

probability. They

show how to

calculate when to

make big bets and

when to pull back.

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And they offer supremely practical advice on how we can improve our odds, whether through maximising our networks, learning how to read warning signs, or assessing where best to place our energies. The

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unforeseen always occurs. Mastering Uncertainty shows you how to prepare for it and make the best use of it.

Common sense is the foundation of thinking and of human action. It is the indispensable basis for making

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Nonsense

our way in the world as individuals and in community with others, and the starting point for finding truth and building scientific knowledge. The philosophy of common-sense realism deeply informed the

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American
Founders' vision

for a self-governing people, in a society where leaders and average citizens share essentially the same understanding of reality—of what simply makes sense. But today

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our confidence in the value and reliability of common sense has been badly shaken. Deep thinkers have rejected it. Elites have learned to disdain it. We're told that we have moved into a more sophisticated

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world, where
common sense is
passé and the very
concept of truth is
outmoded. Indeed,
the Oxford
Dictionaries
selected "post-
truth" as the Word
of the Year for
2016. Do we
actually live in a
post-truth reality?

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Have we moved beyond common sense? Can we? In this book, Robert Curry exposes the absurdity of the attacks on common sense, and demonstrates that we still live and move in the realm of common sense in our every

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Nonsense

waking moment.
Drawing from
philosophy and
literature, science
and psychiatry,
Reclaiming
Common Sense
helps us regain
our trust in the
"superpower" we
all have in
common, while
reminding us that

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we cannot get
along without it.
How is it that the
most carefully-laid
business
strategies can go
horribly wrong
when put into
practice? Robert
Rowland Smith's
answer, based on
years of
experience in high-

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level consultancy,
is that 'reality eats
strategy for
breakfast':
strategy, based on
projections and
assuming
business is a
rational pursuit,
can't deal with the
messy reality of
life. More helpful
are these practical

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questions that can help you plan what to do when your business comes into contact with reality. From learning the lessons of the past (rather than fixating on the future) to finding out what your business is really

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about, he explains the real-life factors that lead to success or failure. Including many new examples from the front line, from all around the world, The Reality Test will help you establish yourself as more effective and distinctive

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than your competitors, who follow the same rigid theoretical avenues. Whether you ask 'Are you making enough of your weaknesses?' or 'Are you 100% productive 100% of the time?', it's time to stop living in strategy La-La

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Nonsense
Land and face
reality.

On December 5,
2004, the still-
developing
blogosphere took
one of its biggest
steps toward
mainstream
credibility, as
Nobel
Prize-winning
economist Gary S.

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Becker and renowned jurist and legal scholar Richard A. Posner announced the formation of the Becker-Posner Blog. In no time, the blog had established a wide readership and reputation as a reliable source of

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lively, thought-provoking commentary on current events, its pithy and profound weekly essays highlighting the value of economic reasoning when applied to unexpected topics. Uncommon Sense gathers the most

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important and
innovative entries
from the blog,
arranged by topic,
along with updates
and even
reconsiderations
when subsequent
events have shed
new light on a
question. Whether
it's Posner making
the economic case

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for the legalization
of gay marriage,
Becker arguing in
favor of the sale of
human organs for
transplant, or even
the pair of
scholars
vigorously
disagreeing about
the utility of
collective
punishment, the

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writing is always clear, the interplay energetic, and the resulting discussion deeply informed and intellectually substantial. To have a single thinker of the stature of a Becker or Posner addressing

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questions of this nature would make for fascinating reading; to have both, writing and responding to each other, is an exceptionally rare treat. With Uncommon Sense, they invite the adventurous reader to join them

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on a whirlwind
intellectual
journey. All they
ask is that you
leave your
preconceptions
behind.

The Ideal of a
Rational Morality
Uncommon
Marriage
A Self-Made
Billionaire's No-

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Nonsense Guide
for Entrepreneurs

Tolstoy Together:
85 Days of War
and Peace with
Yiyun Li

Built, Not Born
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The State is Out of
Date

This is a book for
managers who
know that their

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organisations are stuck in a mindset that thrives on fashionable business theories that are no more than folk wisdom, and whose so-called strategies that are little more than banal wish lists. It puts forward the notion that the

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application of
uncommon sense -
thinking or acting
differently from
other organisations
in a way that makes
unusual sense - is
the secret to
competitive
success. The book
consists of some 75
short essays and is
divided into four

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parts: winners and losers, strategy and tactics, organisation and management, biases and remedies. Some of the arguments of the book are grounded in recent economic and psychological research, but most of them are the fruit

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of working with executives who have attended the management development programmes run by the authors at London Business School over the past 30 years. For those who want to succeed and stand out from the herd -

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and who dare to be different - it is a book full of useful insights and invaluable uncommon sense. This is a book for managers who know that their organisations are stuck in a mindset that thrives on fashionable

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business theories
that are no more
than folk wisdom,
and whose so-
called strategies
that are little more
than banal wish
lists. It puts forward
the notion that the
application of
uncommon sense -
thinking or acting
differently from

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other organisations
in a way that makes
unusual sense - is
the secret to
competitive
success. For those
who want to
succeed and stand
out from the herd
this book is a
beacon of
uncommon sense
and a timely

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Common
Nonsense
antidote to
managerial
humbug.

Want to take your company to the next level? You need a roadmap, a strategy. Preferably one that is simple, workable and saleable. This book provides you with just that. It sets out

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Common
Nonsense
a straightforward
strategy

development

process, the

‘ Strategy

Pyramid ’ , and

guides you through

it. It uses a lively

central case study

throughout, as well

as drawing on

examples of how

real businesses

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Common
Nonsense
have developed
winning strategies.

Whether you are
intent on growing
your business, or
setting out on your
start-up, this book
offers an
uncomplicated,
practical and
readable guide on
how to get the
strategy you need

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for your business to
succeed. It offers
sound advice on the
following areas:
Setting goals and
objectives
Forecasting market
demands Gauging
industry
competition
Tracking
competitive
advantage

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Targeting the
strategic gap
Bridging the gap
with business
strategy Bridging
the gap with
corporate strategy
Addressing risk and
opportunity The FT
Essential Guide to
Developing a
Business Strategy
will help businesses

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of all sizes to chart
and realise their
growth ambitions.

Top 10 Pick for
Learning Ladders '
Best Books for
Educators Summer
2021 A

groundbreaking
guide to improve
teaching based on
the latest research
in neuroscience,

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Nonsense
from the bestselling
author of A Mind
for Numbers.

Neuroscientists and
cognitive scientists
have made
enormous strides in
understanding the
brain and how we
learn, but little of
that insight has
filtered down to the
way teachers teach.

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Uncommon Sense Teaching applies this research to the classroom for teachers, parents, and anyone interested in improving education. Topics include: • keeping students motivated and engaged, especially with

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- online learning
- helping students remember information long-term, so it isn't immediately forgotten after a test
- how to teach inclusively in a diverse classroom where students have a wide range of abilities

Drawing

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on research
findings as well as
the authors'
combined decades
of experience in the
classroom,
Uncommon Sense
Teaching equips
readers with the
tools to enhance
their teaching,
whether they're
seasoned

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Nonsense
professionals or
parents trying to
offer extra support
for their children's
education.

Alchemy

An Uncommon

Friendship

Atlas Shrugged

Economic Insights,

from Marriage to

Terrorism

The "I" of

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Common
Leadership

Nonsense
Unconventional

Uncommon

Unfamiliar

The Turnaround

Manager's

Handbook

This is a

collection of

essays by moral

philosopher

Marcus George

Singer in which

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Common
Nonsense

the guiding
theme is the
concept of a
morality based
in reason, which
is presupposed
in ordinary
moral contexts
and provides an
ideal for
improving
ordinary
morality and
correcting moral

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Common
Nonsense
judgements.

This is a book
for managers who
know that their
organisations
are stuck in a
mindset that
thrives on
fashionable
business
theories that
are no more than
folk wisdom, and
whose so-called

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Nonsense

strategies that
are little more
than banal wish
lists. It puts
forward the
notion that the
application of
uncommon sense -
thinking or
acting
differently from
other
organisations in
a way that makes

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unusual sense -
is the secret to
competitive
success. For
those who want
to succeed and
stand out from
the herd this
book is a beacon
of uncommon
sense and a
timely antidote
to managerial
humbug.

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Common
Uncommon Sense,
Nonsense
Common

Nonsense
Why some
organisations
consistently
outperform
others
Profile
Books

The world's
economy has been
transformed from
a twentieth-
century
materials-based

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Common
Nonsense

economy to the
Age of the
Knowledge-Based
Economy - and
the currency of
this realm is
ideas,
imagination,
creativity, and
knowledge.

According The
World Bank, 80%
of the developed
world's wealth

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Common
Nonsense
now resides in
human capital.

Perhaps

President Ronald

Reagan said it

best in his

address to

Moscow State

University on

May 31, 1988:

"Like a

chrysalis, we're

emerging from

the economy of

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Nonsense

the Industrial
Revolution - an
economy confined
and limited by
the Earth's
physical
resources -
into, as one
economist titled
his book, "the
economy in
mind," in which
there are no
bounds on human

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Common
Nonsense
imagination and
the freedom to
create is the
most precious
natural
resource."

Written by
Ronald Baker and
Ed Kless, hosts
of The Soul of
Enterprise:
Business in the
Knowledge
Economy, the

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Common
Nonsense
popular radio
show on Voice
America's
Business
Channel, The
Soul of
Enterprise:
Dialogues on
Business in the
Knowledge
Economy sounds
the clarion call
that
organizations

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can no longer
ignore this
seismic shift
that has
occurred in the
economy since
1959. The Soul
of Enterprise
introduces the
three components
of Intellectual
Capital - human
capital, social
capital, and

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Nonsense

structural
capital - and
how to leverage
them to create
wealth in
today's economy,
by revealing:
The physical
fallacy - why
wealth no longer
consists of
tangible things,
but of ideas,
imagination and

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knowledge from
human minds The
best learning
tool ever
invented: After
Action Reviews
Why Frederick
Taylor and the
Scientific
Management
movement was a
fraud and the
wrong focus for
knowledge

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Common
Nonsense

workers The fact
that

effectiveness

always and

everywhere

trumps

efficiency The

First Law of

Pricing: All

value is

subjective The

Second Law of

Pricing: All

prices are

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Nonsense

contextual The
Morality of
Markets: Doing
well and doing
good Why your
organization -
and you - need
to be driven by
a higher purpose
than profit The
Soul of
Enterprise will
inspire and
challenge

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readers to
unlock the
enormous
financial and
competitive
power hidden in
the intellectual
capital of their
organizations
and knowledge
workers."

The Elements of
Choice

Why some

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Common
Nonsense
organisations
consistently
outperform
others

Business

Experimentation

The Empire of
Non-Sense

What Philosophy

Can Teach You
About Being a
Better Leader

The Soul of
Enterprise

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Get tested and
proven advice
on how to
navigate risk
and succeed in
all phases of
business
ownership from
a successful
entrepreneur
who turned a

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Nonsense
small startup
into a billion-
dollar

company. Self-
made

billionaire

and Paychex
founder Tom
Golisano

understands
the fears,
risks, and

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Nonsense

challenges
small-business
owners face
every day. He
has launched
and grown his
own highly
successful
business and
mentored
dozens of
entrepreneurs,

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helping them
build their
own fruitful
companies.

Golisano knows
how nervous
aspiring
business
owners are
about the
risks of entre-
preneurship.

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Nonsense

Now, he's sharing the startup-to-exit secrets to success and how he turned \$3,000 into \$28 billion dollars.

Built, Not Born shows you: How going

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against the
grain can be a
great strategy
for finding
business
opportunities
and why it
pays to
question
conventional
wisdom. Why
the pregnant

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pause can be
an effective
weapon in
negotiations
and when
interviewing
potential
employees. Why
a prenuptial
or even a
postnuptial
agreement is

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critical to
any business
owner. What
potential
buyers and
funding
sources look
for, and the
best way to
present a
business plan.
And finally,

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the key growth
and leadership
strategies
that have
helped Paychex
sustain its
incredible
level of
growth and
profitability.

Built, Not
Born provides

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Nonsense

a direct and
practical
approach on
how to
overcome
everyday
challenges.

This essential
handbook is a
key resource
for current
and aspiring

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Common
Nonsense
entrepreneurs
on how to
start, grow,
and operate a
successful
business.

How do you get
people who
work in pig
abattoirs to
wash their
hands? How

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Nonsense

does painting
the walls of a
canteen pink
make
construction
workers behave
more safely?
And how can
baby faces
spray painted
onto shop
shutters

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Nonsense
reduce anti-
social
behaviour?
Ripple is
about how
small
behaviour
changes can
have wide-
reaching
effects in the
real world. By

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Nonsense

applying
behavioural
science in
your working
life, you can
have positive
ripple effects
on the world
around you.
While nudging
is now
commonplace in

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Nonsense

politics, most
of our daily
interactions
with
companies,
products, and
services have
not yet been
transformed
with
behavioural
science. Doing

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Nonsense

so is often a
messy process
but, armed
with this
book, you'll
have the
practical
toolkit to get
started.

Through
storytelling
and practical

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Nonsense

tips, Ripple
takes you on a
journey across
the globe
which will
leave you
inspired to
start applying
behavioural
science to
improve the
world around

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Common
you. www.ripples.com
Nonsense
e-book.com

The New York
Times
bestseller is
now in
softcover with
a bonus
chapter on how
the "Dare to
Be Uncommon"
movement is

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reaching
schools,
teams, and
families
across the
country and an
update on
Tony's life
since retiring
as head coach
of the
Indianapolis

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Colts. What
does it take
to live a life
of
significance?
When
Indianapolis
Colts coach
Tony Dungy
took home the
trophy in
Super Bowl

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XLI, fans
around the
world looked
to him as the
epitome of
success.

Athletic
victory,
professional
excellence,
fame and
celebrity,

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Nonsense

awards and honors—he had it all. But even in that moment, he knew those achievements had little to do with his ultimate significance as a man.

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Common
Nonsense
Coach Dungy
still

passionately
believes that
there is a
different path
to
significance—a
path
characterized
by attitudes,
ambitions, and

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Nonsense

allegiances
that are all
too rare but
uncommonly
rewarding. In
the New York
Times best
seller
Uncommon,
Dungy reveals
secrets to
achieving

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significance
that he has
learned from
his remarkable
parents, his
athletic and
coaching
career, his
mentors, and
his walk with
God.

Peopled by lar

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ger-than-life
heroes and
villains,
charged with
towering
questions of
good and evil,
Atlas Shrugged
is Ayn Rand's
magnum opus: a
philosophical
revolution

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Nonsense

told in the
form of an
action thriller
r—nominated as
one of
America's best-
loved novels
by PBS's The
Great American
Read. Who is
John Galt?
When he says

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Nonsense

that he will
stop the motor
of the world,
is he a
destroyer or a
liberator? Why
does he have
to fight his
battles not
against his
enemies but
against those

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Nonsense

who need him
most? Why does
he fight his
hardest battle
against the
woman he
loves? You
will know the
answer to
these
questions when
you discover

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Common
the reason

Nonsense
behind the
baffling

events that
play havoc
with the lives
of the amazing
men and women
in this book.

You will
discover why a
productive

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genius becomes
a worthless
playboy...why
a great steel
industrialist
is working for
his own destru
ction...why a
composer gives
up his career
on the night
of his

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Nonsense
triumph...why
a beautiful

woman who runs
a transcontine
ntal railroad
falls in love
with the man
she has sworn
to kill. Atlas
Shrugged, a
modern classic
and Rand's

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most extensive
statement of O
bjectivism—her
groundbreaking
philosophy—off
ers the reader
the spectacle
of human
greatness,
depicted with
all the poetry
and power of

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Common
Nonsense
one of the
twentieth
century's
leading
artists.

Art in the
Technological
Society
Mastering
Uncertainty
Uncommon Sense
Teaching

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Nonsense
Practical
Insights in
Brain Science
to Help
Students Learn
An Oral
History as
Told by Jon
Stewart, the C
orrespondents,
Staff and
Guests

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Common
Nonsense
Freaky Friday
Fox and I

***Book with
recent
photographic
work by Uta
Eisenreich
focussing on
the
shortcomings
of our
cognitive tool-***

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*kit. "A not B"
walks us along
the fine line
between common
sense and
uncommon
nonsense in a
realm
reminiscent of
pre-school
books,
assessment*

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Nonsense

**tests and
optical
illusions. Uta
Eisenreich is
fascinated by
the attempt to
establish
order within
an
inconsistent
reality that
constantly**

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Common
Nonsense
**exceeds the
borders of
comprehension.**

**She
photographs
ever-changing
combinations
of elementary
objects
arranged by
basic methods
of classificat**

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Common
Nonsense

***ion. From one
image to the
other, the
meaning of
things keeps
transforming.
A web of clues
and
associations
is spun, in
which one is
triggered to***

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Common
Nonsense

***discern
underlying
patterns and
construct
sense of the
illusory
correlations
of a-logic
connections.
Design by
Julia Born.
99.99% of what***

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Common
Nonsense

***we do is
rooted in past
practices, in
unquestioned
ways of the
past or the
present and in
outdated
(rather un-
introspected)
ways.***

Collectively

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*Common
Nonsense*
**this is common
nonsense. The
reality is
simple. The
breakthrough
opportunities
are
embarrassingly
obvious. These
files examine
the unconventi
onal, uncommon**

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*Common
Nonsense*
**and unfamiliar
(common sense
is so rare
that its now
called by
these terms)
actions that
are needed to
transform
ourselves, our
managements,
our leadership**

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Common
and our
Nonsense
organizations.

Annabel

**Andrews learns
about adult re
sponsibilities
when she
awakens one
morning to
find that she
has turned
into her**

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Common
mother.
Nonsense

**_____ This gr
ound-breaking
book from
award-winning
author MATT
WATKINSON
reveals the
fundamental,
inseparable
elements**

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*Common
Nonsense*
**behind the
success of
every
business. The
Grid provides
the mental
scaffolding to
help you: ·
Evaluate and
refine product
and service
ideas · Reduce**

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Nonsense

***risk by
considering
the broader
impact of
strategic
decisions .
Identify the
root causes of
business
challenges .
Anticipate the
impact of***

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*changes in the
market and
turn them to
your advantage
· Collaborate
more
effectively
across teams
Combining
practical
guidance with
real-world*

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Nonsense
**examples, The
Grid will
bring clarity
and confidence
to your
business decis
ion-making. —**

**— 'The Grid
provides you
with a simple
way to look at**

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Nonsense

***the complex
system which
is your
business. With
the possible
exception of
Warren
Buffett,
everyone needs
to read this
book.'*** RORY
SUTHERLAND,

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Common
Nonsense
**VICE CHAIRMAN,
OGILVY GROUP**

*'The Grid
provides a
systematic
framework for
looking at
virtually all
the critical
aspects of
your business,
and maybe more*

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*Common
Nonsense*
**valuable, at
how each
affects the
others. It'll
be a rare
reader who
doesn't come
away with
fresh, useful
insights into
his or her
enterprise.'**

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**WALTER KEICHEL
III, author of
The Lords of
Strategy 'Matt
Watkinson
distils
strategic know-
how into nine
ingenious
perspectives
and, with the
use of clever**

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Nonsense
**examples,
shows us how
to apply this
technique of
thinking to
any business
problem or
market
opportunity.
An extraordina
rily powerful
book.' DR**

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*JULES GODDARD,
author of
Uncommon
Sense, Common
Nonsense 'The
Grid presents
a unique,
joined up
approach to de
cision-making,
revealing both
the holistic*

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Nonsense

***nature of
business and
all the key
elements a
business must
consider. I
can safely say
that if you
only read one
business book
in your life
it should be***

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Nonsense

The Grid.
PHILIP ROWLEY,
Chief Finance
Officer, Sony
Pictures
Entertainment
What I Learned
Losing a
Million
Dollars

What We've

Page 188/261

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*Common
Nonsense*
**Learned about
Lasting Love
and Overcoming
Life's
Obstacles
Together
A Practical
Guide for
Driving
Innovation and
Performance in
Your Business**

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***Finding Truth
in a Post-
Truth World
The Surprising
Power of Ideas
That Don't
Make Sense
Why the Way We
Decide Matters***

Have you ever
looked at your
email, then texts,

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Nonsense

then Facebook, then
Twitter, then email,
then Instagram,
then Candy Crush,
then texts, then
Snapchat, then texts
again, and now
you ' ve wasted the
time you had set
aside for more
important things?
Jedediah Bila has
solved her own

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Nonsense

Obsessive

Compulsive Tech

Disorder, and she

did it without

throwing away her

devices. It's time to

switch on airplane

mode and settle into

Jedediah Bila ' s

#DoNotDisturb:

How I Ghosted My

Cell Phone to Take

Back My Life. In this

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Nonsense

timely, entertaining
and inspiring book,
Jedediah Bila
chronicles her
chaotic, confusing,
and all-consuming
love-hate
relationship with -
her cell phone.
Stepping back from
the whirlwind of
texting, social
media, and an

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endless sea of apps, Bila questions how our relationships, character, and sanity have suffered from our deep dive into the digital abyss. Exploring the toll that tech addiction took on her life, Bila reveals her missteps and mistakes, including

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several upending,
life-altering months
swirling in an ex-
boyfriend ' s cell-
phone-enabled
double life, and how
a low-tech
millennial later stole
her heart. Travel
with Jedediah
through the
embarrassing and
catastrophic

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consequences of
Ménage-a-Tech
relationships, social
media's Perception
Deception, and the
One-Potato-Chip-
Problem of trying to
resist Silicon
Valley's hypnotic,
slot-machine
software designed
to lure you in. Bila
reveals how she

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navigated away from an unhealthy, oversaturated diet of tech junk food to striking just the right balance with technology to let her unplugged, real-life moments take charge. In #DoNotDisturb, Bila applies her trademark no-

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nonsense, common-sense, personal responsibility and a accountability-centered approach, warning us that if we don ' t stop acting like robots, our very humanity is at stake. Through warm anecdotes and cold, hard truths, Bila reveals

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how she pulled her way out of the tech fog to keep her eyes focused on the life right in front of her. And how you can too.

Covers bosses, morale, decision making, stress, professional appearance, integrity, patience,

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consistency,
fairness, loyalty,
delegation, and time
management

“ Dictionary, n: A malevolent literary device for cramping the growth of a language and making it hard and inelastic. This dictionary, however, is a most useful

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work.” Bierce ’ s groundbreaking Devil ’ s Dictionary had a complex publication history. Started in the mid-1800s as an irregular column in Californian newspapers under various titles, he gradually refined the new-at-the-time

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idea of an irreverent set of glossary-like definitions. The final name, as we see it titled in this work, did not appear until an 1881 column published in the periodical *The San Francisco Illustrated Wasp*. There were no publications of the complete

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glossary in the
1800s. Not until
1906 did a portion
of Bierce ' s
collection get
published by
Doubleday, under
the name The
Cynic ' s Word
Book—the publisher
not wanting to use
the word “ Devil ”
in the title, to the

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great

disappointment of
the author. The
1906 word book
only went from A to
L, however, and the
remainder was
never released
under the
compromised title.
In 1911 the
Devil ' s Dictionary
as we know it was

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Nonsense

published in
complete form as
part of Bierce ' s
collected works
(volume 7 of 12),
including the
remainder of the
definitions from M
to Z. It has been
republished a
number of times,
including more
recent efforts where

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older definitions
from his columns
that never made it
into the original
book were included.
Due to the complex
nature of copyright,
some of those found
definitions have
unclear public
domain status and
were not included.
This edition of the

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book includes,
however, a set of
definitions
attributed to his one-
and-only

“ Demon ’ s
Dictionary ”
column, including
Bierce ’ s classic
definition of A:

“ the first letter in
every properly
constructed

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alphabet.” Bierce
enjoyed

“quoting” his
pseudonyms in his
work. Most of the
poetry, dramatic
scenes and stories
in this book
attributed to others
were self-authored
and do not exist
outside of this work.
This includes the

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prolific Father
Gassalasca Jape,
whom he thanks in
the
preface— “ jape ”
of course having the
definition: “ a
practical joke. ”
This book is a
product of its time
and must be
approached as such.
Many of the

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definitions hold up well today, but some might be considered less palatable by modern readers. Regardless, the book ' s humorous style is a valuable snapshot of American culture from past centuries. This book is part of

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the Standard
Ebooks project,
which produces free
public domain
ebooks.

Traditional
management
practices, rooted in
economics and
psychology, have
led to a focus on
numbers and
productivity rather

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than the people who
make those

numbers happen.

This has resulted in
trust in leaders and
organizations being
at an all-time low.

What Philosophy

Can Teach You

About Being a

Better Leader

expertly counters

this thinking and

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argues that those leaders who will win in the uncertain and complex world of work, are the ones focusing on their workforce and valuing its members as people, rather than just tools within the process.

What Philosophy
Can Teach You

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About Being a
Better Leader

considers the main questions plaguing today's leaders through the eyes of four of the greatest philosophers. With the help of Aristotle, Socrates, Kant and Nietzsche, as well as a whole host of other brilliant

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minds, they smash
widely held
workplace
falsehoods and
unveil a new model
for empowerment,
fulfilment and
harmony at work.
What Philosophy
Can Teach You
About Being a
Better Leader is a
fascinating account

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Nonsense

of how we can
reconnect company,
people and
shareholder
interests. It answers
perennial leadership
concerns like
questions of people
engagement, key
performance
indicators or even
generational
differences at work

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through the lens of
philosophy, with its
focus squarely on
how to live and help
others live fulfilling
lives at work.

Reclaiming
Common Sense
Finding Your Path
to Significance
Dark Age Ahead
#DoNotDisturb
The Reality Test

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Dialogues on
Business in the
Knowledge
Economy
Why Common
Sense is Nonsense

***A reader's
companion for
Tolstoy's epic novel,
War and Peace,
inspired by the
online book club led
by Yiyun Li. For the***

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writer Yiyun Li, whenever life has felt uncertain, War and Peace has been the novel she turns to. In March 2020, as the pandemic tightened its grip, Li and A Public Space launched #TolstoyTogether, a War and Peace book club, on Twitter and Instagram, gathering

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*a common
Nonsense*

***a community (that
came to include
writers such as
Joyce Carol Oates,
Garth Greenwell,
and Carl Phillips) for
85 days of prompts,
conversation,
succor, and
pleasure. It was an
experience shaped
not only by the time
in which they read
but also the slow,***

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***consistent rhythm of
the reading. And the
extraordinary
community that
gathered for a
moment each day to
discuss Tolstoy,
history, and the role
of art in a time like
this. Tolstoy
Together captures
that moment, and
offers a guided,
communal***

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***experience for past
and new readers,
lovers of Russian
literature, and all
those looking for
what Li identifies as
"his level-
headedness and
clear-sightedness
offer[ing] a solidity
during a time of
duress.***

***Translated into
English for the first***

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*time, Jacques Ellul's
ground-breaking
Empire of Non-
Sense analyses the
relation between
technology, art,
rationality and
human freedom.
Many modern artists
and architects
continue to imagine
and build the world
technologically.
Their beliefs remain*

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firmly rooted in their assumption that the liberating forces of technology freed them from previous artistic traditions while making available vast means of production and a plethora of materials. All artistic traditions were seemingly put aside by the paintings of

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*Cézanne, the poetry
of Baudelaire and
the architecture of
Le Corbusier.*

*Behind this
apparent freedom
French critic
Jacques Ellul,
author of the classic
The Technological
Society, found an
absolute slavery.
The artist was the
handmaiden of*

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*Common
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***technology, a
relation the artist no
longer understood,
like other citizens of
technological
culture. Artists
acclaimed their
unbridled
individualism while
being intensely
determined by the
forces of
technological
culture. Ellul***

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*examines this
process in modern
art from the
beginning of the
20th century where
the sense of art - its
meaning and
embodiments - is
reduced to non-
sense. Ellul's study
is in the tradition of
Guy Debord's The
Society of Spectacle
and Theodor*

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Adorno's Aesthetic Theory but moves significantly beyond their Marxist perspectives that were, from Ellul's view, co-opted by technique.

Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social

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networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan

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Common Nonsense
Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense

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*Common
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reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by

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***understanding how
and when common
sense fails can we
improve how we
plan for the future,
as well as
understand the
present-an
argument that has
important
implications in
politics, business,
marketing, and even
everyday life.***

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Common
Business

experimentation can not only create measurable value for organizations, it can provide the inspiration to break with the habits of the past by dealing with challenges and exploiting opportunities. This book is a step-by-step, practical guide

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Common
Nonsense
**to the six-stage
business**

***experiment process,
from understanding
the problem or
opportunity to
creating a
hypothesis,
planning the
experiment and
analysing the
findings. It explores
the top design
criteria for***

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**successful and
impactful business
experiments and
includes valuable
case studies
covering problem
solving,
performance
improvement and
strategic innovation.
To support the
process, *Business
Experimentation
also includes***

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*downloadable,
editable templates,
worksheets and
activities for use in
ideation and
planning sessions.
This business
experiment
methodology can be
used to support a
one-off initiative or
to underpin desired
behaviours as part
of a wider*

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***organizational
change programme,
as experimentation
encourages people
to be bold, take
risks and seek new
ways of doing
things. Based on
programmes the
authors have run
with a variety of
leading
organizations and
with astonishing***

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*Common
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**results, this
practical guide
provides businesses
with the confidence
to get started with
experimentation and
the tools to
succeed.**

**Still relying on
strategy?**

**How to Use
Strategic Planning
to Start Up or Grow
Your Business**

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*Shift Your Thinking,
Take New Action,
Boost Your Sales
The Devil's
Dictionary
Common Sense
Supervision
The Decision-
making Tool for
Every Business
(Including Yours)
The CEO's Strategy
Handbook
A leader in*

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**decision-making
research reveals**

**how choices are
designed—and
why it's so
important to
understand their
inner workings**

**Every time we
make a choice, our
minds go through
an elaborate
process most of**

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Common
Nonsense,
**us never even
notice. We're
influenced by
subtle aspects of
the way the choice
is presented that
often make the
difference
between a good
decision and a bad
one. How do we
overcome the
common faults in**

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**our decision-
making and enable
better choices in
any situation? The
answer lies in
more conscious
and intentional
decision design.
Going well beyond
the familiar
concepts of
nudges and
defaults, The**

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**Elements of
Choice offers a
comprehensive,
systematic guide
to creating
effective choice
architectures, the
environments in
which we make
decisions. The
designers of
decisions need to
consider all the**

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elements involved in presenting a choice: how many options to offer, how to present those options, how to account for our natural cognitive shortcuts, and much more. These levers are unappreciated and we're often

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**unaware of just
how much they
influence our
reasoning every
day. Eric J.**

**Johnson is the
lead researcher
behind some of
the most well-
known and cited
research on
decision-making.
He draws on his**

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**original studies
and extensive
work in business
and public policy
and synthesizes
the latest research
in the field to
reveal how the
structure of
choices affects
outcomes. We are
all choice
architects, for**

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**ourselves and for
others. Whether
you're helping
students choose
the right school,
helping patients
pick the best
health insurance
plan, or deciding
how to invest for
your own
retirement, this
book provides the**

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**tools you need to
guide anyone to
the decision that's
right for them.**

**The best
organizations have
the best talent. . .**

**Financial
incentives drive
company
performance. . .**

**Firms must
change or die.**

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**Popular axioms
like these drive
business
decisions every
day. Yet too much
common
management
“wisdom” isn’t
wise at all—but,
instead, flawed
knowledge based
on “best
practices” that are**

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**actually poor,
incomplete, or
outright obsolete.
Worse, legions of
managers use this
dubious
knowledge to
make decisions
that are hazardous
to organizational
health. Jeffrey
Pfeffer and Robert
I. Sutton show how**

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**companies can
bolster
performance and
trump the
competition
through evidence-
based
management, an
approach to
decision-making
and action that is
driven by hard
facts rather than**

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**half-truths or hype.
This book guides
managers in using
this approach to
dismantle six
widely held—but
ultimately flawed—
management
beliefs in core
areas including
leadership,
strategy, change,
talent, financial**

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Common
Nonsense
**incentives, and
work-life balance.**

**The authors show
managers how to
find and apply the
best practices for
their companies,
rather than blindly
copy what seems
to have worked
elsewhere. This
practical and
candid book**

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**Common
Nonsense**
**challenges leaders
to commit to
evidence-based
management as a
way of
organizational
life—and shows
how to finally turn
this common
sense into
common practice.
Visionary thinker
Jane Jacobs uses**

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**her authoritative
work on urban life
and economies to
show us how we
can protect and
strengthen our
culture and
communities. In
Dark Age Ahead,
Jane Jacobs
identifies five
pillars of our
culture that we**

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**depend on but
which are in
serious decline:
community and
family; higher
education; the
effective practice
of science;
taxation and
government; and
self-policing by
learned
professions. The**

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**Common
Nonsense**

**decay of these
pillars, Jacobs
contends, is
behind such ills as
environmental
crisis, racism and
the growing gulf
between rich and
poor; their
continued
degradation could
lead us into a new
Dark Age, a period**

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**of cultural
collapse in which
all that keeps a
society alive and
vibrant is
forgotten. But this
is a hopeful book
as well as a
warning. Jacobs
draws on her vast
frame of reference
-- from fifteenth-
century Chinese**

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**shipbuilding to
zoning regulations
in Brampton,
Ontario -- and in
highly readable,
invigorating prose
offers proposals
that could arrest
the cycles of
decay and turn
them into
beneficent ones.
Wise, worldly, full**

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**of real-life
examples and
accessible
concepts, this
book is an
essential read for
perilous times.
Why Some
Organisations
Consistently
Outperform Others
How great
founders,**

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**entrepreneurs and
business leaders
thrive in an
unpredictable
world**