

### Wired For Story The Writers To Using Brain Science To Hook Readers From The Very First Sentence

A Vintage Shorts “Short Story Month” Selection Together with a crew of other miners and cart-pullers, Hillalum is recruited to climb the Tower of Babylon and unearth what lies beyond the vault of heaven. During his journey, Hillalum discovers entire civilizations of tower-dwellers on the tower—there are those who live inside the mists of clouds, those who raise their vegetables above the sun, and those who have spent their lives under the oppressive weight of an endless, white stratum at the top of the universe. “Tower of Babylon” is a rare gem—a winner of the prestigious Nebula award, the first story Ted Chiang ever published, and the brilliant opening piece to Chiang’s much-lauded first collection, Stories of Your Life and Others, which is soon to be a major motion picture starring Amy Adams. An ebook short.

Like Stephen Krashen’s important work in The Power of Reading, Story Proof collects and analyzes the research that validates the importance of story, story reading, and storytelling to the brain development and education of children and adults. Accomplished researcher and storyteller Kendall Haven, establishes the need for understanding the research findings in neural psychology and brain development and the value of a common definition of story if one is to fully grasp the importance and necessity of story to the development of the human mind. To support his case, he reviews a wealth of research from storytellers, teachers, and others who have experienced the power of story firsthand. The author has collected anecdotal experiences from over 100 performing storytellers and from 1,800 story practitioners (mostly teachers) who have made extensive use of stories. He has read more than 150 qualitative and quantitative research studies that discuss the effectiveness of stories and/or storytelling for one or more specific applications (education, organizational management, knowledge management, medical and narrative therapy, etc.). Forty of these studies were literature reviews and comparative studies including analysis of over 1,000 studies and descriptive articles. He has also gathered research evidence from his own story performances for total audiences of over 4 million and from conducting story writing workshops with 200,000 students and 40,000 teachers.

Wired for StoryThe Writer's Guide to Using Brain Science to Hook Readers from the Very First SentenceRandom House Digital, Inc.

Business runs on emails, yet we rarely give them enough thought. Too often, our messages are misunderstood, misfiled, or ignored. In a world filled with remote collaboration and virtual teams, people who master email writing rise above the noise. Learn how to make your emails work for you rather than against you with this short, practical guide. Topics include: Crafting effective subject lines Writing emails that people respond to Protecting yourself from accidental misfires Whether you're just starting in your career or are adjusting to a newly remote and virtual workplace, you'll find valuable advice and tips you can put into practice right away.

A Novel

The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence

Wired Ghost

On Writing

How to Use Brain Science to Engage, Persuade, and Change Minds in Business and in Life

Unraveling the Mysteries of the Creative Mind

Conscience: The Origins of Moral Intuition

New York Times Bestseller From Neal Stephenson—who coined the term “metaverse” in his 1992 novel Snow Crash—comes a sweeping, prescient new thriller that transports readers to a near-future world in which the greenhouse effect has inexorably resulted in a whirling-dervish troposphere of superstorms, rising sea levels, global flooding, merciless heat waves, and virulent, deadly pandemics. “Stephenson is one of speculative fiction’s most meticulous architects. . . . Termination Shock manages to pull off a rare trick, at once wildly imaginative and grounded.” — New York Times Book Review One man—visionary billionaire restaurant chain magnate T. R. Schmidt, Ph.D.—has a Big Idea for reversing global warming, a master plan perhaps best described as “elemental.” But will it work? And just as important, what are the consequences for the planet and all of humanity should it be applied? Ranging from the Texas heartland to the Dutch royal palace in the Hague, from the snow-capped peaks of the Himalayas to the sunbaked Chihuahuan Desert, Termination Shock brings together a disparate group of characters from different cultures and continents who grapple with the real-life repercussions of global warming. Ultimately, it asks the question: Might the cure be worse than the disease? Epic in scope while heartbreakingly human in perspective, Termination Shock sounds a clarion alarm, ponders potential solutions and dire risks, and wraps it all together in an exhilarating, witty, mind-expanding speculative adventure.

The director of the Climate Outreach and Information Network explores the psychological mechanism that enables people to ignore the dangers of climate change, using sidebars, cartoons and engaging stories from his years of research to reveal how humans are wired to primarily respond to visible threats.

New York Times bestseller □ Finalist for the Pulitzer Prize “This is a book to shake up the world.” —Ann Patchett Nicholas Carr’s bestseller The Shallows has become a foundational book in one of the most important debates of our time: As we enjoy the internet’s bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects of smartphones and social media.

The craft of writing offers countless potential problems: The story is too long; the story's too short; revising presents a huge hurdle; writer's block is rearing its ugly head. In HELP! FOR WRITERS, Roy Peter Clark presents an "owner's manual" for writers, outlining the seven steps of the writing process, and addressing the 21 most urgent problems that writers face. In his trademark engaging and entertaining style, Clark offers ten short solutions to each problem. Out of ideas? Read posters, billboards, and graffiti. Can't bear to edit yourself? Watch the deleted scenes feature of a DVD, and ask yourself why those scenes were left on the cutting-room floor. HELP! FOR WRITERS offers 210 strategies to guide writers to success.

A Writer's Guide to Fiction

33 Ways Not to Screw Up Your Business Emails

How to Use Brain Science to Go Beyond Outlining and Write a Riveting Novel (Before You Waste Three Years Writing 327 Pages That Go Nowhere)

Wired for War

The Storytelling Animal

Laboring Over an Interactive Future

How Stories Make Us Human

"Raw. Smart. Quick-witted. Mouthwatering. Just a few adjectives that describe this exquisite tale. Do not let this unforgettable story, or its incredible cast of characters, slip by you." -DARYNDA JONES, New York Times bestselling author A rip-roarin' new snarky, sexy sci-fi paranormal romance series with the perfect balance of humor, heat, and heart. Now that Texas has seceded and the world is spiraling into chaos, good guys come in unlikely packages and love sprouts in the most inconvenient places... Rogue scientist • technologically enhanced • deliciously attractive Heron Farad should be dead. But technology has made him the man he is today. Now he heads a crew of uniquely skilled outsiders who fight to salvage what's left of humanity: art, artifacts, books, ideas-sometimes even people. People like Mari Vallejo. Gun for hire • Texan rebel • always hits her mark Mari has been lusting after her mysterious handler for months. But when a by-the-book hit goes horribly sideways, she and Heron land on the universal most wanted list. Someone set them up. Desperate and on the run, they must trust each other to survive, while hiding devastating secrets. As their explosive chemistry heats up, it's the perfect storm... More praise: "Wanted and Wired delivers a high-octane adventure with riveting twists and turns, fresh yet gritty characters, and miles of sci-fi sizzle. I loved it!"-Amanda Bouchet, award-winning author of A Promise of Fire

“A practical, heartfelt manual for anyone who needs to change minds and actions. Lisa Cron shares the art of practical empathy with leaders who care enough to make a difference.”—Seth Godin, author of The Practice A step-by-step guide to using the brain’s hardwired need for story to achieve any goal, from the author of Wired for Story Whether you’re pitching a product, saving the planet, or convincing your kids not to text and drive, story isn’t just one way to persuade. It’s the way. It’s built into the architecture of the brain, and has been since early humans gathered around the camp fire, trying to figure out how to outsmart the lion next door. In Story or Die, story coach Lisa Cron sets out to decode the power of story, first by examining how the brain processes information, translates it into narrative, and then guards it as if your life depends on it. Armed with that insight, she focuses on how to find your real target audience and then pinpoint their hidden resistance. Finally, she takes you, step-by-step, through the creation of your own story, one that allows your audience to overcome their resistance and take up your call to action, not because you told them to, but because they want to. That is the power of story. Use it wisely.

Is it possible to make sense of something as elusive as creativity? Based on psychologist Scott Barry Kaufman’s groundbreaking research and Carolyn Gregoire’s popular article in the Huffington Post, Wired to Create offers a glimpse inside the “messy minds” of highly creative people. Revealing the latest findings in neuroscience and psychology, along with engaging examples of artists and innovators throughout history, the book shines a light on the practices and habits of mind that promote creative thinking. Kaufman and Gregoire untangle a series of paradoxes— like mindfulness and daydreaming, seriousness and play, openness and sensitivity, and solitude and collaboration - to show that it is by embracing our own contradictions that we are able to tap into our deepest creativity. Each chapter explores one of the ten attributes and habits of highly creative people: Imaginative Play \* Passion \* Daydreaming \* Solitude \* Intuition \* Openness to Experience \* Mindfulness \* Sensitivity \* Turning Adversity into Advantage \* Thinking Differently With insights from the work and lives of Pablo Picasso, Frida Kahlo, Marcel Proust, David Foster Wallace, Thomas Edison, Josephine Baker, John Lennon, Michael Jackson, musician Thom Yorke, chess champion Josh Waitzkin, video-game designer Shigeru Miyamoto, and many other creative luminaries, Wired to Create helps us better understand creativity - and shows us how to enrich this essential aspect of our lives.

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today’s world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

The Robotics Revolution and Conflict in the 21st Century

Lead with a Story

Innovative Tools for Perfecting Your Fiction and Captivating Readers

Vigilante Justice Thriller Series

Frankissstein

A Love Story

What Works and Why

*“[Singer’s] enthusiasm becomes infectious . . . Wired for War is a book of its time: this is strategy for the Facebook generation.” –Foreign Affairs “An engrossing picture of a new class of weapon that may revolutionize future wars. . . .” –Kirkus Reviews P. W. Singer explores the greatest revolution in military affairs since the atom bomb: the dawn of robotic warfare We are on the cusp of a massive shift in military technology that threatens to make real the stuff of I, Robot and The Terminator. Blending historical evidence with interviews of an amazing cast of characters, Singer shows how technology is changing not just how wars are fought, but also the politics, economics, laws, and the ethics that surround war itself. Travelling from the battlefields of Iraq and Afghanistan to modern-day “skunk works” in the midst of suburbia, Wired for War will tantalise a wide readership, from military buffs to policy wonks to gearheads.*

*Until this book was written, the phrase "brands are stories" was merely a marketing cliché. Having delved into how stories influence our behavior, however, the author asserts that the association between stories and brands deserves far more than that stock phrase.Among the many books about branding directed toward marketing and advertising practitioners and students, none is like StoryBranding. Modeled after the way stories work, this book provides a unique planning process for creating authentic brand identities. It also reveals a number of concealed traps that other branding approaches often overlook.Drawing on the persuasive power of stories, the author argues that a great deal of wasted effort is put into creating advertising messages that do too much "telling" and too little "showing." To help brands resonate with their audiences, the author takes you step-by-step through StoryBranding's six C's—a process that shows how to approach the development of all brand communications the way story writers approach their characters, plots, and themes. He includes sample "Story Briefs" and "I AM" statements that help brands achieve a greater degree of authenticity than traditional creative or brand briefs have.*

*Recounts the story of how a notorious gang of MIT blackjack savants devised and received backing for a system for winning at the world's most sophisticated casinos, an endeavor that earned them more than three million dollars. Originally published as Bringing Down the House. Reissue. (A Columbia Pictures film, written by Peter Steinfeld & Allan Loeb, directed by Robert Luketic, releasing March 2008, starring Kevin Spacey, Kate Bosworth, Laurence Fishburne, Jim Sturgess, & others) (Current Affairs)*

*A NATIONAL BESTSELLER \* A NEW YORK TIMES BOOK REVIEW EDITORS’ CHOICE \* A WASHINGTON POST BEST BOOK OF THE YEAR "An invigorating work, deadly precise in its skewering of people, places and things . . . Stylish, despairing and very funny, Fake Accounts . . . adroitly maps the dwindling gap between the individual and the world." –Katie Kitamura, The New York Times Book Review A woman in a tailspin discovers that her boyfriend is an anonymous online conspiracy theorist in this “absolutely brilliant take on the bizarre and despicable ways the internet has warped our perception of reality” (Elle, One of the Most Anticipated Books of the Year). On the eve of Donald Trump's inauguration, a young woman snoops through her boyfriend's phone and makes a startling discovery: he's an anonymous internet conspiracy theorist, and a popular one at that. Already fluent in internet fakery, irony, and outrage, she's not exactly shocked by the revelation. Actually, she's relieved—he was always a little distant—and she plots to end their floundering relationship while on a trip to the Women's March in DC. But this is only the first in a series of bizarre twists that expose a world whose truths are shaped by online lies. Suddenly left with no reason to stay in New York and increasingly alienated from her friends and colleagues, our unnamed narrator flees to Berlin, embarking on her own cycles of manipulation in the deceptive spaces of her daily life, from dating apps to expat meetups, open-plan offices to bureaucratic waiting rooms. She begins to think she can't trust anyone--shouldn't the feeling be mutual? Narrated with seductive confidence and subversive wit, Fake Accounts challenges the way current conversations about the self and community, delusions and gaslighting, and fiction and reality play out in the internet age.*

*Why Stories Make Us Human and How to Tell Them Better*

*Simple Ideas on Presentation Design and Delivery*

*Creating Stand-Out Brands Through the Power of Story*

*Wired TV*

*Story or Die*

*Story Proof*

*The Inside Story of the Ever-Changing Brain*

*“This guide reveals how writers can take advantage of the brain’s hard-wired responses to story to captivate their readers’ minds through each plot element!”--Provided by publisher.*

*This collection looks at the post-network television industry’s heady experiments with new forms of interactive storytelling—or wired TV—that took place from 2005 to 2010 as the networks responded to the introduction of broadband into the majority of homes and the proliferation of popular, participatory Web 2.0 companies like Facebook, YouTube, and Twitter. Contributors address a wide range of issues, from the networks’ sporadic efforts to engage fans using transmedia storytelling to the production inefficiencies that continue to dog network television to the impact of multimedia convergence and multinational, corporate conglomeration on entrepreneurial creativity. With essays from such top scholars as Henry Jenkins, John T. Caldwell, and Jonathan Gray and from new and exciting voices emerging in this field, Wired TV elucidates the myriad new digital threats and the equal number of digital opportunities that have become part and parcel of today’s post-network era. Readers will quickly recognize the familiar television franchises on which the contributors focus—including Lost, The Office, Entourage, Battlestar Galactica, The L Word, and Heroes—in order to reveal their impact on an industry in transition. While it is not easy for vast bureaucracies to change course, executives from key network divisions engaged in an unprecedented period of innovation and collaboration with four important groups: members of the Hollywood creative community who wanted to expand television’s storytelling worlds and marketing capabilities by incorporating social media; members of the Silicon Valley tech community who were keen to rethink television distribution for the digital era; members of the Madison Avenue advertising community who were eager to rethink ad-supported content; and fans who were enthusiastic and willing to use social media story extensions to proselytize on behalf of a favorite network series. In the aftermath of the lengthy Writers Guild of America strike of 2007/2008, the networks clamped down on such collaborations and began to reclaim control over their operations, locking themselves back into*



*essential addition to every novelist's bookshelf." - Randy Ingermanson, author of Writing Fiction for Dummies*

*Following on the heels of Lisa Cron's breakout first book, Wired for Story, this writing guide reveals how to use cognitive storytelling strategies to build a scene-by-scene blueprint for a riveting story. It's every novelist's greatest fear: pouring their blood, sweat, and tears into writing hundreds of pages only to realize that their story has no sense of urgency, no internal logic, and so is a page one rewrite. The prevailing wisdom in the writing community is that there are just two ways around this problem: pantsing (winging it) and plotting (focusing on the external plot). Story coach Lisa Cron has spent her career discovering why these methods don't work and coming up with a powerful alternative, based on the science behind what our brains are wired to crave in every story we read (and it's not what you think). In Story Genius Cron takes you, step-by-step, through the creation of a novel from the first glimmer of an idea, to a complete multilayered blueprint—including fully realized scenes—that evolves into a first draft with the authority, richness, and command of a riveting sixth or seventh draft. Winner of the Anisfield-Wolf Book Award A Bloomberg Best Nonfiction Book of 2021 A startling work of historical sleuthing and synthesis, Of Fear and Strangers reveals the forgotten histories of xenophobia—and what they mean for us today. By 2016, it was impossible to ignore an international resurgence of xenophobia. What had happened? Looking for clues, psychiatrist and historian George Makari started out in search of the idea's origins. To his astonishment, he discovered an unfolding series of never-told stories. While a fear and hatred of strangers may be ancient, he found that the notion of a dangerous bias called "xenophobia" arose not so long ago. Coined by late-nineteenth-century doctors and political commentators and popularized by an eccentric stenographer, xenophobia emerged alongside Western nationalism, colonialism, mass migration, and genocide. Makari chronicles the concept's rise, from its popularization and perverse misuse to its spread as an ethical principle in the wake of a series of calamities that culminated in the Holocaust, and its sudden reappearance in the twenty-first century. He investigates xenophobia's evolution through the writings of figures such as Joseph Conrad, Albert Camus, and Richard Wright, and innovators like Walter Lippmann, Sigmund Freud, Jean-Paul Sartre, Simone de Beauvoir, and Frantz Fanon. Weaving together history, philosophy, and psychology, Makari offers insights into varied, related ideas such as the conditioned response, the stereotype, projection, the Authoritarian Personality, the Other, and institutional bias. Masterful, original, and elegantly written, Of Fear and Strangers offers us a unifying paradigm by which we might more clearly comprehend how irrational anxiety and contests over identity sweep up groups and lead to the dark headlines of division so prevalent today.*

*Tor Essentials presents science fiction and fantasy titles of proven merit and lasting value, each volume introduced by an appropriate literary figure. Acclaimed as one of the most original voices in modern literature, a winner of the World Fantasy Award for lifetime achievement, Raphael Aloysius Lafferty (1914-2002) was an American original, a teller of acute, indescribably loopy tall tales whose work has been compared to that of Avram Davidson, Flannery O'Connor, Flann O'Brien, and Gene Wolfe. The Best of R. A. Lafferty presents 22 of his best flights of offbeat imagination, ranging from classics like "Nine Hundred Grandmothers" and "The Primary Education of the Cameroi" to his Hugo Award-winning "Eurema's Dam." Introduced by Neil Gaiman, the volume also contains story introductions and afterwords by, among many others, Michael Dirda, Samuel R. Delany, John Scalzi, Connie Willis, Jeff VanderMeer, Kelly Robson, Harlan Ellison, Michael Swanwick, Robert Silverberg, Neil Gaiman, and Patton Oswalt. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.*

*Don't Even Think About It*

*Principles of English Usage in the Digital Age*