

Writing Without Bullshit Boost Your Career By Saying What You Mean

AS RECOGNIZED, ADVENTURE AS SKILLFULLY AS EXPERIENCE ABOUT LESSON, AMUSEMENT, AS WELL AS CONTRACT CAN BE GOTTEN BY JUST CHECKING OUT A BOOKS **WRITING WITHOUT BULLSHIT BOOST YOUR CAREER BY SAYING WHAT YOU MEAN** THEN IT IS NOT DIRECTLY DONE, YOU COULD RECEIVE EVEN MORE RE THIS LIFE, ROUGHLY SPEAKING THE WORLD.

WE MANAGE TO PAY FOR YOU THIS PROPER AS SKILLFULLY AS EASY ARTIFICE TO GET THOSE ALL. WE PRESENT **WRITING WITHOUT BULLSHIT BOOST YOUR CAREER BY SAYING WHAT YOU MEAN** AND NUMEROUS BOOKS COLLECTIONS FROM FICTIONS TO SCIENTIFIC RESEARCH IN ANY WAY. ALONG WITH THEM IS THIS **WRITING WITHOUT BULLSHIT BOOST YOUR CAREER BY SAYING WHAT YOU MEAN** THAT CAN BE YOUR PARTNER.

MAN UP BEDROS KEULIAN 2018-09-18 "BUT I CAN'T . . ." "THERE'S NO WAY . . ." "IT'S IMPOSSIBLE . . ." ENOUGH. GET OFF YOUR ASS AND MAKE YOUR "SOMEDAY" GOALS A PRIORITY—TODAY. AFTER YEARS OF COACHING AND CONSULTING HUNDREDS OF STARTUP ROOKIES AS WELL AS SEASONED ENTREPRENEURS, EXECUTIVES, AND CEOs, BEDROS KEULIAN REALIZED THAT MOST PEOPLE WHO WANT TO START A BUSINESS, GROW AN EXISTING BUSINESS, AUTHOR A BOOK, MAKE MORE MONEY, OR MAKE A BIGGER IMPACT USUALLY TAKE THE LONG, SLOW, PAINFUL WAY TO GET THERE . . . AND MORE THAN 80 PERCENT OF ENTREPRENEURS NEVER GET TO THEIR DESIRED DESTINATION OR ACHIEVE THEIR FULL POTENTIAL IN BUSINESS. THEY TREAT THEIR DREAM AS IF IT WERE MERELY A HOBBY AND DIP THEIR TOES IN THE WATER, BUT THEY NEVER COMMIT TO DIVING IN—YOU GET THE IDEA. IT'S TIME TO CUT THE BULLSHIT EXCUSES. EVERYONE HAS A GIFT, A PURPOSE. IT'S YOUR DUTY TO FIGURE OUT WHAT YOUR GIFT IS AND HOW YOU'RE GOING TO SHARE IT WITH THE WORLD. **MAN UP: HOW TO CUT THE BULLSHIT AND KICK ASS IN BUSINESS (AND IN LIFE)** IS YOUR GUIDE TO DOING EXACTLY THAT. KEULIAN, FOUNDER AND CEO OF FIT BODY BOOT CAMP AND KNOWN AS THE "HIDDEN GENIUS" BEHIND MANY OF THE MOST SUCCESSFUL BRANDS AND BUSINESSES THROUGHOUT MULTIPLE INDUSTRIES, WILL SHOW YOU HOW TO BREAK OUT OF THE SEA OF MIEDOCRITY, GET SINGULARLY FOCUSED ON YOUR PURPOSE, AND DO WHAT IT TAKES—NOT ONLY TO ACHIEVE BUT DOMINATE YOUR GOALS. WITH KEULIAN'S NO-NONSENSE APPROACH IN BOTH BUSINESS AND PERSONAL SPHERES, YOU'LL BE ABLE TO DEFINE YOUR PURPOSE AND HAVE CLARITY OF VISION—AND A PLAN—TO MAKE THE QUANTUM LEAP. WHETHER IT'S CREATING AND GROWING A COMPANY, LEAVING A LEGACY, MAKING A DIFFERENCE, OR LAUNCHING A NEW BRAND, YOU WILL DISCOVER HOW TO USE YOUR PASSION, PURPOSE, AND SHEER GRIT TO OVERCOME ANY ADVERSITY THAT ATTEMPTS TO DERAIL YOUR PROGRESS. IF THERE'S AN AREA OF YOUR LIFE IN WHICH YOU NEED TO MAN UP, THIS BOOK WILL GET YOU THERE.

THIS IS HOW YOU PITCH Ed Zitron 2013-10-20 So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in public relations

are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency. You'll learn the core skill of the business: pitching. It'll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all - and made every mistake along the way - **THIS IS HOW YOU PITCH** is an honest, direct guidebook to public relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

THE SECURITY LEADER'S COMMUNICATION PLAYBOOK JEFFREY W. BROWN 2021-09-12 This book is for cybersecurity leaders across all industries and organizations. It is intended to bridge the gap between the data center and the board room. This book examines the multitude of communication challenges that CISOs are faced with every day and provides practical tools to identify your audience, tailor your message and master the art of communicating. Poor communication is one of the top reasons that CISOs fail in their roles. By taking the step to work on your communication and soft skills (the two go hand-in-hand), you will hopefully never join their ranks. This is not a "communication theory" book. It provides just enough practical skills and techniques for security leaders to get the job done. Learn fundamental communication skills and how to apply them to day-to-day challenges like communicating with your peers, your team, business leaders and the board of directors. Learn how to produce meaningful metrics and communicate before, during and after an incident. Regardless of your role in tech, you will find something of value somewhere along the way in this book.

POSITIVE PSYCHOLOGY Rona Hart 2020-07-13 This book provides an accessible and balanced introduction to positive psychology scholarship and its applications, incorporating an overview of the development of positive psychology. **POSITIVE PSYCHOLOGY: THE BASICS** delineates positive psychology's journey as a discipline, takes stock of

ITS ACHIEVEMENTS AND PROVIDES AN UPDATED OVERVIEW OF ITS CORE TOPICS, EXPLORING THE THEORY, RESEARCH AND INTERVENTIONS IN EACH. LAUNCHED AS A REBELLIOUS DISCIPLINE JUST OVER TWO DECADES AGO, POSITIVE PSYCHOLOGY CHALLENGED THE EMPHASIS OF APPLIED PSYCHOLOGY ON DISEASE AND DYSFUNCTION AND OFFERED A NEW, MORE BALANCED PERSPECTIVE ON HUMAN LIFE. FROM ITS FOUNDATIONS IN THE LATE 20TH CENTURY TO RECENT "SECOND-WAVE" THEORIES AROUND THE IMPORTANCE OF RECOGNIZING NEGATIVE EMOTIONS, THIS COMPACT OVERVIEW COVERS THE KEY IDEAS AND PRINCIPLES, FROM RESEARCH AROUND EMOTIONAL WELLBEING, OPTIMISM AND CHANGE, TO POSTTRAUMATIC GROWTH AND POSITIVE RELATIONSHIPS. THE FIRST JARGON-FREE INTRODUCTION TO THE SUBJECT, HART INTRODUCES THE READER TO A RANGE OF ISSUES, INCLUDING SELF-REGULATION AND FLOW, CHARACTER STRENGTHS AND VIRTUES AND POSITIVE RELATIONSHIPS, CONCLUDING WITH A CHAPTER ON HOW INTERVENTIONS CAN AFFECT HAPPINESS AND WELLBEING. POSITIVE PSYCHOLOGY: THE BASICS IS AN ESSENTIAL RESOURCE FOR STUDENTS, PRACTITIONERS, ACADEMICS AND ANYONE WHO IS INTERESTED IN UNDERSTANDING THE ESSENCE OF A LIFE WELL LIVED.

EVERYBODY WRITES ANN HANDLEY 2014-09-15 FINALLY A GO-TO GUIDE TO CREATING AND PUBLISHING THE KIND OF CONTENT THAT WILL MAKE YOUR BUSINESS THRIVE. EVERYBODY WRITES IS A GO-TO GUIDE TO ATTRACTING AND RETAINING CUSTOMERS THROUGH STELLAR ONLINE COMMUNICATION, BECAUSE IN OUR CONTENT-DRIVEN WORLD, EVERY ONE OF US IS, IN FACT, A WRITER. IF YOU HAVE A WEB SITE, YOU ARE A PUBLISHER. IF YOU ARE ON SOCIAL MEDIA, YOU ARE IN MARKETING. AND THAT MEANS THAT WE ARE ALL RELYING ON OUR WORDS TO CARRY OUR MARKETING MESSAGES. WE ARE ALL WRITERS. YEAH, BUT WHO CARES ABOUT WRITING ANYMORE? IN A TIME-CHALLENGED WORLD DOMINATED BY SHORT AND SNAPPY, BY CLICK-BAIT HEADLINES AND TWITTER STREAMS AND INSTAGRAM FEEDS AND GIFS AND VIDEO AND SNAPCHAT AND YOLO AND LOL AND #TBT. . . DOES THE IDEA OF FOCUSING ON WRITING SEEM PEDANTIC AND ORDINARY? ACTUALLY, WRITING MATTERS MORE NOW, NOT LESS. OUR ONLINE WORDS ARE OUR CURRENCY; THEY TELL OUR CUSTOMERS WHO WE ARE. OUR WRITING CAN MAKE US LOOK SMART OR IT CAN MAKE US LOOK STUPID. IT CAN MAKE US SEEM FUN, OR WARM, OR COMPETENT, OR TRUSTWORTHY. BUT IT CAN ALSO MAKE US SEEM HUMDRUM OR DISCOMBOBULATED OR FLAT-OUT BORING. THAT MEANS YOU'VE GOT TO CHOOSE WORDS WELL, AND WRITE WITH ECONOMY AND THE STYLE AND HONEST EMPATHY FOR YOUR CUSTOMERS. AND IT MEANS YOU PUT A NEW VALUE ON AN OFTEN-OVERLOOKED SKILL IN CONTENT MARKETING: HOW TO WRITE, AND HOW TO TELL A TRUE STORY REALLY, REALLY WELL. THAT'S TRUE WHETHER YOU'RE WRITING A LISTICLE OR THE WORDS ON A SLIDESHARE DECK OR THE WORDS YOU'RE READING RIGHT HERE, RIGHT NOW... AND SO BEING ABLE TO COMMUNICATE WELL IN WRITING ISN'T JUST NICE; IT'S NECESSITY. AND IT'S ALSO THE OFT-OVERLOOKED CORNERSTONE OF NEARLY ALL OUR CONTENT MARKETING. IN EVERYBODY WRITES, TOP MARKETING VETERAN ANN HANDLEY GIVES EXPERT GUIDANCE AND INSIGHT INTO THE PROCESS AND STRATEGY OF CONTENT CREATION, PRODUCTION AND

PUBLISHING, WITH ACTIONABLE HOW-TO ADVICE DESIGNED TO GET RESULTS. THESE LESSONS AND RULES APPLY ACROSS ALL OF YOUR ONLINE ASSETS — LIKE WEB PAGES, HOME PAGE, LANDING PAGES, BLOGS, EMAIL, MARKETING OFFERS, AND ON FACEBOOK, TWITTER, LINKEDIN, AND OTHER SOCIAL MEDIA. ANN DECONSTRUCTS THE STRATEGY AND DELIVERS A PRACTICAL APPROACH TO CREATE RIDICULOUSLY COMPELLING AND COMPETENT CONTENT. IT'S DESIGNED TO BE THE GO-TO GUIDE FOR ANYONE CREATING OR PUBLISHING ANY KIND OF ONLINE CONTENT — WHETHER YOU'RE A BIG BRAND OR YOU'RE SMALL AND SOLO. SECTIONS INCLUDE: HOW TO WRITE BETTER. (OR, FOR "ADULT-ONSET WRITERS": HOW TO HATE WRITING LESS.) EASY GRAMMAR AND USAGE RULES TAILORED FOR BUSINESS IN A FUN, MEMORABLE WAY. (ENOUGH TO KEEP YOU LOOKING SHARP, BUT NOT TOO MUCH TO OVERWHELM YOU.) GIVING YOUR AUDIENCE THE GIFT OF YOUR TRUE STORY, TOLD WELL. EMPATHY AND HUMANITY AND INSPIRATION ARE KEY HERE, SO THE BOOK COVERS THAT, TOO. BEST PRACTICES FOR CREATING CREDIBLE, TRUSTWORTHY CONTENT STEEPED IN SOME TIME-HONORED RULES OF SOLID JOURNALISM. BECAUSE PUBLISHING CONTENT AND TALKING DIRECTLY TO YOUR CUSTOMERS IS, AT ITS HEART, A PRIVILEGE. "THINGS MARKETERS WRITE": THE FUNDAMENTALS OF 17 SPECIFIC KINDS OF CONTENT THAT MARKETERS ARE OFTEN TASKED WITH CRAFTING. CONTENT TOOLS: THE SHARPEST TOOLS YOU NEED TO GET THE JOB DONE. TRADITIONAL MARKETING TECHNIQUES ARE NO LONGER ENOUGH. EVERYBODY WRITES IS A FIELD GUIDE FOR THE SMARTEST BUSINESSES WHO KNOW THAT GREAT CONTENT IS THE KEY TO THRIVING IN THIS DIGITAL WORLD.

*NOBODY WANTS TO READ YOUR SH*T* STEVEN PRESSFIELD 2016-06-12 THERE'S A MANTRA THAT REAL WRITERS KNOW BUT WANNABE WRITERS DON'T. AND THE SECRET PHRASE IS THIS: NOBODY WANTS TO READ YOUR SH*T. RECOGNIZING THIS PAINFUL TRUTH IS THE FIRST STEP IN THE WRITER'S TRANSFORMATION FROM AMATEUR TO PROFESSIONAL. FROM CHAPTER FOUR: "WHEN YOU UNDERSTAND THAT NOBODY WANTS TO READ YOUR SHIT, YOU DEVELOP EMPATHY. YOU ACQUIRE THE SKILL THAT IS INDISPENSABLE TO ALL ARTISTS AND ENTREPRENEURS—THE ABILITY TO SWITCH BACK AND FORTH IN YOUR IMAGINATION FROM YOUR OWN POINT OF VIEW AS WRITER/PAINTER/SELLER TO THE POINT OF VIEW OF YOUR READER/GALLERY-GOER/CUSTOMER. YOU LEARN TO ASK YOURSELF WITH EVERY SENTENCE AND EVERY PHRASE: IS THIS INTERESTING? IS IT FUN OR CHALLENGING OR INVENTIVE? AM I GIVING THE READER ENOUGH? IS SHE BORED? IS SHE FOLLOWING WHERE I WANT TO LEAD HER?"

SUMMARY OF JOSH BERNOFF'S WRITING WITHOUT BULLSHIT EVEREST MEDIA, 2022-06-10T22:59:00Z PLEASE NOTE: THIS IS A COMPANION VERSION & NOT THE ORIGINAL BOOK. SAMPLE BOOK INSIGHTS: #1 THE TIDE OF BULLSHIT IS RISING, AND IT'S AFFECTING EVERY ASPECT OF OUR LIVES. IT'S BECOMING HARDER AND HARDER TO WRITE CLEARLY, AND THIS IS A HUGE PROBLEM. BUT IT DOESN'T HAVE TO BE. I CAN SHOW YOU HOW TO CLEAR AWAY THE MOTIVATIONAL ROADBLOCKS THAT ARE STOPPING YOU FROM WRITING CLEARLY. #2 THE IRON IMPERATIVE IS TO WRITE CLEAR, BOLD PROSE THAT FOCUSES ON MEANING AND DIRECTNESS. BUT

HOW CAN YOU ACTUALLY PUT IT INTO PRACTICE. YOU WILL INEVITABLY BECOME MORE EFFICIENT WITH YOUR OWN TIME, WHICH WILL LEAD TO A DECREASE IN YOUR INTEGRITY. #3 WHEN YOU READ SOMETHING THAT IS MEANINGFUL, YOU LEARN SOMETHING. WHEN YOU READ SOMETHING THAT IS BULLSHIT, YOU GO, HUH. BULLSHIT IS COMMUNICATION THAT WASTES THE READER'S TIME BY FAILING TO COMMUNICATE CLEARLY AND ACCURATELY. #4 A PASSAGE SHOULD HAVE A MEANING RATIO OF 100 PERCENT. A PASSAGE WITH A MEANING RATIO OF 80 PERCENT IS READABLE. BUT BELOW 70 PERCENT, YOU'RE IN BULLSHIT TERRITORY. THIS PASSAGE READS AS BULLSHIT BECAUSE NEARLY HALF OF IT IS NOT COMMUNICATING ANYTHING USEFUL.

OUTSIDE IN HARLEY MANNING 2012 TWO RESEARCH ANALYSTS DESCRIBE HOW COMPANIES CAN TRULY UNDERSTAND THE REAL NEEDS OF THEIR CUSTOMERS BY SEEING A BUSINESS THROUGH THEIR EYES AND ENFORCING THE CONCEPT OF "CUSTOMER SERVICE" THROUGH EVERY FACET OF THE COMPANY, FROM FINANCE TO LEGAL TO MARKETING.

BUILDING A WORKPLACE WRITING CENTER JESSICA WEBER METZENROTH 2022-03-18 THIS PRACTICAL RESOURCE PROVIDES GUIDANCE FOR WRITING PROFESSIONALS TO SUSTAINABLY TACKLE THE ORGANIZATIONAL WRITING CHALLENGES OF ANY PROFESSIONAL ENVIRONMENT. ROOTED IN APPLIED EXPERIENCE, BUILDING A WORKPLACE WRITING CENTER GUIDES READERS THROUGH THE PROCESS OF DEVELOPING A WRITING CENTER, FROM ASSESSING THE NEEDS OF AN ORGANIZATION AND PITCHING THE IDEA OF A WRITING CENTER, TO DEVELOPING A SERVICE MODEL AND MEASURING PROGRESS. CHAPTERS EXPLORE WHAT A WRITING CENTER CAN OFFER, SUCH AS ONE-ON-ONE WRITING CONSULTATIONS, TAILORED GROUP WORKSHOPS, AND STANDARDIZED WRITING GUIDANCE AND RESOURCES. ALTHOUGH ESTABLISHING A WRITING CENTER REQUIRES TIME AND A SHIFT IN CULTURE UP FRONT, IT IS A REWARDING PROCESS THAT PRODUCES MEASURABLY IMPROVED WRITING, LESS FRUSTRATION WITH THE WRITING AND REVISION PROCESSES, AND MORE CONFIDENT, INDEPENDENT WRITERS. THIS GUIDE IS AN INVALUABLE RESOURCE FOR PROFESSIONALS ACROSS INDUSTRIES AND ACADEMIA CONSIDERING HOW TO ESTABLISH AN EMBEDDED, SUSTAINABLE, AND COST-EFFECTIVE WORKPLACE WRITING CENTER. IT WILL BE OF PARTICULAR INTEREST TO BUSINESS AND HUMAN RESOURCE MANAGERS CONSIDERING HOW BEST TO IMPROVE WRITING SKILLS WITHIN THEIR ORGANIZATIONS.

THE SCRIBE METHOD TUCKER MAX 2021-04-15 READY TO WRITE YOUR BOOK? SO WHY HAVEN'T YOU DONE IT YET? IF YOU'RE LIKE MOST NONFICTION AUTHORS, FEARS ARE HOLDING YOU BACK. SOUND FAMILIAR? IS MY IDEA GOOD ENOUGH? HOW DO I STRUCTURE A BOOK? WHAT EXACTLY ARE THE STEPS TO WRITE IT? HOW DO I STAY MOTIVATED? WHAT IF I ACTUALLY FINISH IT, AND IT'S BAD? WORST OF ALL: WHAT IF I PUBLISH IT, AND NO ONE CARES? HOW DO I KNOW IF I'M EVEN DOING THE RIGHT THINGS? THE TRUTH IS, WRITING A BOOK CAN BE SCARY AND OVERWHELMING—BUT IT DOESN'T HAVE TO BE. THERE'S A WAY TO KNOW YOU'RE ON THE RIGHT PATH AND TAKING THE RIGHT STEPS. HOW? BY USING A METHOD THAT'S BEEN VALIDATED WITH THOUSANDS OF OTHER AUTHORS JUST LIKE YOU. IN FACT, IT'S THE SAME EXACT PROCESS USED TO PRODUCE DOZENS OF BIG

BESTSELLERS—INCLUDING DAVID GOGGINS'S CAN'T HURT ME, TIFFANY HADDISH'S THE LAST BLACK UNICORN, AND JOEY COLEMAN'S NEVER LOSE A CUSTOMER AGAIN. THE SCRIBE METHOD IS THE TESTED AND PROVEN PROCESS THAT WILL HELP YOU NAVIGATE THE ENTIRE BOOK-WRITING PROCESS FROM START TO FINISH—THE RIGHT WAY. WRITTEN BY 4X NEW YORK TIMES BESTSELLING AUTHOR TUCKER MAX AND PUBLISHING EXPERT ZACH OBRONT, YOU'LL LEARN THE STEP-BY-STEP METHOD THAT HAS HELPED OVER 1,500 AUTHORS WRITE AND PUBLISH THEIR BOOKS. NOW A WALL STREET JOURNAL BESTSELLER ITSELF, THE SCRIBE METHOD IS SPECIFICALLY DESIGNED FOR BUSINESS LEADERS, PERSONAL DEVELOPMENT GURUS, ENTREPRENEURS, AND ANY EXPERT IN THEIR FIELD WHO HAS ACCUMULATED YEARS OF HARD-WON KNOWLEDGE AND WANTS TO PUT IT OUT INTO THE WORLD. FORGET THE REST OF THE BOOKS WRITTEN BY PRETENDERS. THIS IS THE ULTIMATE RESOURCE FOR ANYONE WHO WANTS TO PROFESSIONALLY WRITE A GREAT NONFICTION BOOK. **HOW TO BE A PRESENTATION GOD SCOTT SCHWERTLY 2011-01-19** HOW TO BUILD, DESIGN, AND DELIVER A FIRE-BREATHING, WING-FLAPPING, ROAR-BELLOWING BEHEMOTH OF A PRESENTATION UNLIKE MOST PRESENTATION BOOKS THAT SAY THE SAME THINGS REGARDING PRESENTATION DESIGN AND DELIVERY (LESS IS MORE, GET RID OF BULLETS AND USE IMAGES, EMULATE STEVE JOBS, AND SO ON), HOW TO BE A PRESENTATION GOD ACTUALLY DIVULGES STEP-BY-STEP SECRETS FOR HOW TO BUILD, DESIGN, AND DELIVER BLOCKBUSTER PRESENTATIONS. BY PROVIDING ENTERTAINING AND CLEVER PRESENTATION INSIGHTS, VETERAN PRESENTER SCOTT SCHWERTLY GIVES YOU THE IN'S AND OUT'S FOR PRESENTING YOURSELF, YOUR BUSINESS, AND YOUR CAUSE WITH AN EASY-TO-IMPLEMENT APPROACH. FOCUSES ON CONTENT, DESIGN, AND DELIVERY AUTHOR IS A REGULAR SPEAKER AT NATIONAL AND REGIONAL INDUSTRY CONFERENCES SUCH AS POWERPOINT LIVE AND PRESENTATION CAMPS, AND IS THE FOUNDER OF THE AWARD-WINNING ETHOS3 COMMUNICATIONS AUTHOR IS THE CREATOR OF AN APP, PRESENT, THAT LANDED IN THE TOP-20 IPHONE APPS IN THE BUSINESS CATEGORY ON ITUNES HOW TO BE A PRESENTATION GOD WILL ENSURE THAT YOUR PRESENTATIONS REACH A NEW LEVEL OF EFFECTIVENESS.

A CENTURY OF SPIN DAVID MILLER 2008 --UNCOVERS THE SECRET HISTORY OF THE PR INDUSTRY-- THIS BOOK CHARTS THE RELENTLESS RISE OF THE PUBLIC RELATIONS INDUSTRY AND HOW IT HAS TRANSFORMED OUR SOCIETY. REVEALING THE ROOTS OF THE PR MOVEMENT IN THE YEARS LEADING UP TO THE FIRST WORLD WAR, IT SH

THE START-UP OF YOU REID HOFFMAN 2012-02-16 THE NEW YORK TIMES NO. 1 BESTSELLER THAT CAN TRANSFORM YOUR LIFE AND CAREER - NOW IN A REVISED AND UPDATED EDITION.

'I THINK THAT THE STARTUP APPROACH TO LIFE IS NECESSARY. THIS BOOK DISTILLS THE KEY TECHNIQUES NEEDED TO SUCCEED.' JACK DORSAY, CO-FOUNDER OF TWITTER

CO-FOUNDER AND CHAIRMAN OF LINKEDIN, REID HOFFMAN, AND AUTHOR BEN CASNOCHA OFFER A

REVOLUTIONARY METHOD TO ACCELERATE YOUR LIFE AND CAREER. THE SECRET IS TO THINK LIKE AN ENTREPRENEUR - TO RUN THE 'START-UP OF YOU'. ENTREPRENEURS ARE NIMBLE. THEY INVEST IN THEMSELVES. THEY BUILD THEIR NETWORKS. THEY TAKE INTELLIGENT RISKS. THEY MAKE UNCERTAINTY AND VOLATILITY WORK TO THEIR ADVANTAGE. THESE ARE THE VERY SAME SKILLS WE ALL NEED TO GET AHEAD. HOFFMAN AND CASNOCHA SHOW HOW YOU CAN CREATE OPPORTUNITIES WHERE OTHERS SEE DEAD-ENDS, AND WHEN TO TAKE PROACTIVE RISKS WHERE OTHERS MAY SEEK SAFETY. THEY REVEAL HOW TO MAINTAIN A COMPETITIVE ADVANTAGE SO YOU CAN STAND-OUT FROM OTHERS. THEY EXPLAIN HOW YOU CAN BUILD YOUR NETWORK. ABOVE ALL, THEY SHARE THE INSIGHTS AND STRATEGIES YOU NEED TO SUCCEED IN THE MOST IMPORTANT VENTURE OF ALL - YOUR OWN LIFE.

'EVERYONE, WOMEN AND MEN ALIKE, NEEDS TO THINK BIG TO SUCCEED. THIS IS A PRACTICAL BOOK THAT SHOWS YOU HOW TO TAKE CONTROL AND BUILD A CAREER THAT WILL ENABLE YOU TO HAVE REAL IMPACT.'

SHERYL SANDBERG, AUTHOR OF LEAN IN AND COO OF FACEBOOK

WRITING WITHOUT BULLSHIT JOSH BERNOFF 2016-09-13

GROUNDSWELL, EXPANDED AND REVISED EDITION CHARLENE LI 2011-06-07

CORPORATE EXECUTIVES STRUGGLE TO HARNESS THE POWER OF SOCIAL TECHNOLOGIES. TWITTER, FACEBOOK, BLOGS, YOUTUBE ARE WHERE CUSTOMERS DISCUSS PRODUCTS AND COMPANIES, WRITE THEIR OWN NEWS, AND FIND THEIR OWN DEALS BUT HOW DO YOU INTEGRATE THESE ACTIVITIES INTO YOUR BROADER MARKETING EFFORTS? IT'S AN UNSTOPPABLE GROUNDSWELL THAT AFFECTS EVERY INDUSTRY -- YET IT'S STILL UTTERLY FOREIGN TO MOST COMPANIES RUNNING THINGS NOW. WHEN CONSUMERS YOU'VE NEVER MET ARE RATING YOUR COMPANY'S PRODUCTS IN PUBLIC FORUMS WITH WHICH YOU HAVE NO EXPERIENCE OR INFLUENCE, YOUR COMPANY IS VULNERABLE. IN *GROUNDSWELL*, JOSH BERNOFF AND CHARLENE LI EXPLAIN HOW TO TURN THIS THREAT INTO AN OPPORTUNITY. IN THIS UPDATED AND EXPANDED EDITION OF *GROUNDSWELL*, FEATURING AN ALL NEW INTRODUCTION AND CHAPTERS ON TWITTER AND SOCIAL MEDIA INTEGRATION, YOU'LL LEARN TO:

- EVALUATE NEW SOCIAL TECHNOLOGIES AS THEY EMERGE
- DETERMINE HOW DIFFERENT GROUPS OF CONSUMERS ARE PARTICIPATING IN SOCIAL TECHNOLOGY ARENAS
- APPLY A FOUR-STEP PROCESS FOR FORMULATING YOUR FUTURE STRATEGY
- BUILD SOCIAL TECHNOLOGIES INTO YOUR BUSINESS

GROUNDSWELL IS REQUIRED READING FOR EXECUTIVES SEEKING TO PROTECT AND STRENGTHEN THEIR COMPANY'S PUBLIC IMAGE.

ECONOMICAL WRITING, THIRD EDITION DEIRDRE N. McCLOSKEY 2019-05-17

ECONOMICS IS NOT A FIELD THAT IS KNOWN FOR GOOD WRITING. CHARTS, YES. SPARKLING PROSE, NO. EXCEPT, THAT IS, WHEN IT COMES TO DEIRDRE NANSEN McCLOSKEY. HER CONVERSATIONAL AND WITTY YET ALWAYS CLEAR STYLE IS A HALLMARK OF HER CLASSIC WORKS OF ECONOMIC HISTORY, ENLIVENING THE DISMAL SCIENCE AND ENGAGING READERS WELL BEYOND THE DISCIPLINE. AND NOW SHE'S HERE TO SHARE THE SECRETS OF HOW IT'S DONE. *ECONOMICAL WRITING* IS ITSELF

ECONOMICAL: A COLLECTION OF THIRTY-FIVE PITHY RULES FOR MAKING YOUR WRITING CLEAR, CONCISE, AND EFFECTIVE. PROCEEDING FROM BIG-PICTURE IDEAS TO CONCRETE STRATEGIES FOR IMPROVEMENT AT THE LEVEL OF THE PARAGRAPH, SENTENCE, OR WORD, McCLOSKEY SHOWS US THAT GOOD WRITING, AFTER ALL, IS NOT JUST A MATTER OF TASTE—IT'S A PRODUCT OF ADEPT INTUITION AND A RIGOROUS REVISION PROCESS. DEBUNKING STALE RULES, WARNING US THAT "FOOTNOTES ARE NESTS FOR PEDANTS," AND OFFERING AN ARSENAL OF READILY APPLICABLE TOOLS AND METHODS, SHE SHOWS WRITERS OF ALL LEVELS OF EXPERIENCE HOW TO RETHINK THE WAY THEY APPROACH THEIR WORK, AND GIVES THEM THE KNOWLEDGE TO TURN MIEDOCRE PROSE INTO MAGIC. AT ONCE EFFICIENT AND DIGESTIBLE, HILARIOUS AND PROVOCATIVE, *ECONOMICAL WRITING* LIVES UP TO ITS PROMISE. WITH McCLOSKEY AS OUR GUIDE, IT'S IMPOSSIBLE NOT TO SEE HOW ANY PIECE OF WRITING—ON ECONOMICS OR ANY OTHER SUBJECT—CAN BE A PLEASURE TO READ.

ON BULLSHIT HARRY G. FRANKFURT 2009-01-10 A #1 NEW YORK TIMES BESTSELLER

ONE OF THE MOST SALIENT FEATURES OF OUR CULTURE IS THAT THERE IS SO MUCH BULLSHIT. EVERYONE KNOWS THIS. EACH OF US CONTRIBUTES HIS SHARE. BUT WE TEND TO TAKE THE SITUATION FOR GRANTED. MOST PEOPLE ARE RATHER CONFIDENT OF THEIR ABILITY TO RECOGNIZE BULLSHIT AND TO AVOID BEING TAKEN IN BY IT. SO THE PHENOMENON HAS NOT AROUSED MUCH DELIBERATE CONCERN. WE HAVE NO CLEAR UNDERSTANDING OF WHAT BULLSHIT IS, WHY THERE IS SO MUCH OF IT, OR WHAT FUNCTIONS IT SERVES. AND WE LACK A CONSCIENTIOUSLY DEVELOPED APPRECIATION OF WHAT IT MEANS TO US. IN OTHER WORDS, AS HARRY FRANKFURT WRITES, "WE HAVE NO THEORY." FRANKFURT, ONE OF THE WORLD'S MOST INFLUENTIAL MORAL PHILOSOPHERS, ATTEMPTS TO BUILD SUCH A THEORY HERE. WITH HIS CHARACTERISTIC COMBINATION OF PHILOSOPHICAL ACUITY, PSYCHOLOGICAL INSIGHT, AND WRY HUMOR, FRANKFURT PROCEEDS BY EXPLORING HOW BULLSHIT AND THE RELATED CONCEPT OF HUMBAG ARE DISTINCT FROM LYING. HE ARGUES THAT BULLSHITTERS MISREPRESENT THEMSELVES TO THEIR AUDIENCE NOT AS LIARS DO, THAT IS, BY DELIBERATELY MAKING FALSE CLAIMS ABOUT WHAT IS TRUE. IN FACT, BULLSHIT NEED NOT BE UNTRUE AT ALL. RATHER, BULLSHITTERS SEEK TO CONVEY A CERTAIN IMPRESSION OF THEMSELVES WITHOUT BEING CONCERNED ABOUT WHETHER ANYTHING AT ALL IS TRUE. THEY QUIETLY CHANGE THE RULES GOVERNING THEIR END OF THE CONVERSATION SO THAT CLAIMS ABOUT TRUTH AND FALSITY ARE IRRELEVANT. FRANKFURT CONCLUDES THAT ALTHOUGH BULLSHIT CAN TAKE MANY INNOCENT FORMS, EXCESSIVE INDULGENCE IN IT CAN EVENTUALLY UNDERMINE THE PRACTITIONER'S CAPACITY TO TELL THE TRUTH IN A WAY THAT LYING DOES NOT. LIARS AT LEAST ACKNOWLEDGE THAT IT MATTERS WHAT IS TRUE. BY VIRTUE OF THIS, FRANKFURT WRITES, BULLSHIT IS A GREATER ENEMY OF THE TRUTH THAN LIES ARE.

WRITING WITHOUT BULLSHIT JOSH BERNOFF 2016-09-13

JOINING THE RANKS OF CLASSICS LIKE *THE ELEMENTS OF STYLE* AND *ON WRITING WELL*, *WRITING WITHOUT BULLSHIT* HELPS PROFESSIONALS GET TO THE POINT TO GET AHEAD. IT'S

TIME FOR WRITING WITHOUT BULLSHIT. WRITING WITHOUT BULLSHIT IS THE FIRST COMPREHENSIVE GUIDE TO WRITING FOR TODAY'S WORLD: A NOISY ENVIRONMENT WHERE EVERYONE READS WHAT YOU WRITE ON A SCREEN. THE AVERAGE NEWS STORY NOW GETS ONLY 36 SECONDS OF ATTENTION. UNLESS YOU CHANGE HOW YOU WRITE, YOUR EMAILS, REPORTS, AND WEB COPY DON'T STAND A CHANCE. IN THIS PRACTICAL AND WITTY BOOK, YOU'LL LEARN TO FRONT-LOAD YOUR WRITING WITH PITHY TITLES, SUBJECT LINES, AND OPENING SENTENCES. YOU'LL ACQUIRE THE COURAGE AND SKILL TO PURGE WEAK AND MEANINGLESS JARGON, WIMPY PASSIVE VOICE, AND COWARDLY WEASEL WORDS. AND YOU'LL GET USED TO WRITING DIRECTLY TO THE READER TO MAKE EVERY WORD COUNT. AT THE CENTER OF IT ALL IS THE IRON IMPERATIVE: TREAT THE READER'S TIME AS MORE VALUABLE THAN YOUR OWN. EMBRACE THAT, AND YOUR CUSTOMERS, YOUR BOSS, AND YOUR COLLEAGUES WILL RECOGNIZE THE POWER AND BOLDNESS OF YOUR THINKING. TRANSCEND THE FEAR THAT MAKES YOUR WRITING WEAK. PLAN AND EXECUTE WRITING PROJECTS WITH CONFIDENCE. MANAGE EDITS AND REVIEWS FLAWLESSLY. AND MASTER EVERY MODERN FORMAT FROM EMAILS AND SOCIAL MEDIA TO REPORTS AND PRESS RELEASES. STOP WRITING TO FIT IN. START WRITING TO STAND OUT. BOOST YOUR CAREER BY WRITING WITHOUT BULLSHIT.

DISRUPTED DAN LYONS 2016-04-05 AN INSTANT NEW YORK TIMES BESTSELLER, DAN LYONS' "HYSTERICAL" (RECODE) MEMOIR, HAILED BY THE LOS ANGELES TIMES AS "THE BEST BOOK ABOUT SILICON VALLEY," TAKES READERS INSIDE THE MADDENING WORLD OF FAD-CHASING VENTURE CAPITALISTS, SALES BROS, SOCIAL CLIMBERS, AND SOCIOPATHS AT TODAY'S TECH STARTUPS. FOR TWENTY-FIVE YEARS DAN LYONS WAS A MAGAZINE WRITER AT THE TOP OF HIS PROFESSION--UNTIL ONE FRIDAY MORNING WHEN HE RECEIVED A PHONE CALL: POOF. HIS JOB NO LONGER EXISTED. "I THINK THEY JUST WANT TO HIRE YOUNGER PEOPLE," HIS BOSS AT NEWSWEEK TOLD HIM. FIFTY YEARS OLD AND WITH A WIFE AND TWO YOUNG KIDS, DAN WAS, IN A WORD, SCREWED. THEN AN IDEA HIT. DAN HAD LONG REPORTED ON SILICON VALLEY AND THE TECH EXPLOSION. WHY NOT JOIN IT? HUBSPOT, A BOSTON START-UP, WAS FLUSH WITH \$100 MILLION IN VENTURE CAPITAL. THEY OFFERED DAN A PILE OF STOCK OPTIONS FOR THE VAGUE ROLE OF "MARKETING FELLOW." WHAT COULD GO WRONG? HUBSPOTTERS WERE TRUE BELIEVERS: THEY WERE MAKING THE WORLD A BETTER PLACE ... BY SELLING EMAIL SPAM. THE OFFICE VIBE WAS FRAT HOUSE MEETS CULT COMPOUND: THE PARTY BEGAN AT FOUR THIRTY ON FRIDAY AND LASTED WELL INTO THE NIGHT; "SHOWER PODS" BECAME HOOK-UP DENS; A PUSH-UP CLUB MET AT NOON IN THE LOBBY, WHILE NEARBY, IN THE "CONTENT FACTORY," NERF GUN FIGHTS RAGED. GROUPS WENT ON "WALKING MEETINGS," AND DAN'S ABSENTEE BOSS SENT CRYPTIC EMAILS ABOUT EMPLOYEES WHO HAD "GRADUATED" (READ: BEEN FIRED). IN THE MIDDLE OF ALL THIS WAS DAN, EXACTLY TWICE THE AGE OF THE AVERAGE HUBSPOT EMPLOYEE, AND LITERALLY OLD ENOUGH TO BE THE FATHER OF MOST OF HIS CO-WORKERS, SITTING AT HIS DESK ON HIS BOUNCY-BALL "CHAIR."

A STRANGER'S JOURNEY DAVID MURA 2018 LONG
RECOGNIZED AS A MASTER TEACHER AT WRITING PROGRAMS

LIKE VONA, THE LOFT, AND THE STONECOAST MFA, WITH A STRANGER'S JOURNEY, DAVID MURA HAS WRITTEN A BOOK ON CREATIVE WRITING THAT ADDRESSES OUR INCREASINGLY DIVERSE AMERICAN LITERATURE. MURA ARGUES FOR A MORE INCLUSIVE AND EXPANSIVE DEFINITION OF CRAFT, PARTICULARLY IN RELATIONSHIP TO RACE, EVEN AS HE ELUCIDATES TIMELESS RULES OF NARRATIVE CONSTRUCTION IN FICTION AND MEMOIR. HIS ESSAYS OFFER TECHNIQUE-FOCUSED READINGS OF WRITERS SUCH AS JAMES BALDWIN, ZZ PACKER, MAXINE HONG KINGSTON, MARY KARR, AND GARRETT HONGO, WHILE MAKING COMPELLING CONNECTIONS TO MURA'S OWN LIFE AND WORK AS A JAPANESE AMERICAN WRITER. IN A STRANGER'S JOURNEY, MURA POSES TWO CENTRAL QUESTIONS. THE FIRST INVOLVES IDENTITY: HOW IS WRITING AN EXPLORATION OF WHO ONE IS AND ONE'S PLACE IN THE WORLD? MURA EXAMINES HOW THE MYRIAD IDENTITIES IN OUR CHANGING CONTEMPORARY CANON HAVE LED TO NEW CHALLENGES REGARDING BOTH CRAFT AND PEDAGOGY. HERE, LIKE TONI MORRISON'S PLAYING IN THE DARK OR JEFF CHANG'S WHO WE BE, A STRANGER'S JOURNEY BREAKS NEW GROUND IN OUR UNDERSTANDING OF THE RELATIONSHIP BETWEEN THE ISSUES OF RACE, LITERATURE, AND CULTURE. THE BOOK'S SECOND CENTRAL QUESTION INVOLVES STRUCTURE: HOW DOES ONE TELL A STORY? MURA PROVIDES CLEAR, INSIGHTFUL NARRATIVE TOOLS THAT ANY WRITER MAY USE, TAKING IN TECHNIQUES FROM FICTION, SCREENPLAYS, PLAYWRITING, AND MYTH. THROUGH THIS PROCESS, MURA CANDIDLY EXPLORES THE NEWLY EVOLVED AESTHETIC PRINCIPLES OF MEMOIR AND HOW QUESTIONS OF IDENTITY OCCUPY A CENTRAL PLACE IN CONTEMPORARY MEMOIR.

BEAUCHAMP HALL DANIELLE STEEL 2018-11-20 NEW YORK TIMES BESTSELLER • DANIELLE STEEL TELLS THE UPLIFTING STORY OF AN ORDINARY WOMAN EMBRACING AN EXTRAORDINARY ADVENTURE, AND THE DARING CHOICE THAT TRANSFORMS HER WORLD. WINONA FARMINGTON ONCE DREAMED OF GRADUATING FROM COLLEGE, MOVING TO NEW YORK CITY, AND PURSUING A CAREER IN PUBLISHING. THEN REAL LIFE GOT IN THE WAY WHEN SHE LEFT COLLEGE AND RETURNED TO HER SMALL MICHIGAN HOMETOWN TO CARE FOR HER SICK MOTHER. YEARS LATER, STUCK IN A DEAD-END JOB AND AN UNSATISFYING RELATIONSHIP, WINNIE HAS CONCLUDED THAT DREAMS WERE MEANT FOR OTHERS. SHE CONSOLES HERSELF WITH BINGE-WATCHING THE BRITISH TELEVISION SERIES THAT SHE LOVES, BEAUCHAMP HALL, ENTHRALLED BY THE SUMPTUOUS PERIOD DRAMA SET ON A GREAT NORFOLK ESTATE IN THE 1920S. THE RICH UPSTAIRS-DOWNSTAIRS WORLD BRILLIANTLY BROUGHT TO LIFE BY SUPERB ACTORS IS THE ULTIMATE IN ESCAPISM. ON THE DAY WINNIE IS PASSED OVER FOR A LONG-OVERDUE PROMOTION, SHE IS ALSO BETRAYED BY HER BOYFRIEND AND HER BEST FRIEND. HEARTBROKEN, SHE MAKES THE FIRST IMPULSIVE DECISION OF HER CONVENTIONAL LIFE—WHICH CHANGES EVERYTHING. SHE PACKS HER BAGS AND FLIES TO ENGLAND TO SEE THE TOWN WHERE BEAUCHAMP HALL IS FILMED. THE QUIANT B & B WHERE SHE STAYS FEELS LIKE HOME. THE BROTHER AND SISTER WHO LIVE IN THE CASTLE WHERE THE SHOW IS FILMED, RICH IN TITLES BUT POOR IN CASH, ARE MORE LIKE LONG-LOST FRIENDS THAN BRITISH NOBILITY. AND THE SHOW ITSELF, WITH ITS

COLORFUL COMPANY AND BEHIND-THE-SCENES AFFAIRS, IS A DRAMA ALL ITS OWN. WINNIE'S WORLD COMES ALIVE ON THE SET OF THE SHOW. WHAT HAPPENS NEXT IS THE STUFF OF DREAMS, AS WINNIE TAKES THE BOLDEST LEAP OF ALL. BEAUCHAMP HALL REMINDS US TO FOLLOW OUR DREAMS. . . . YOU NEVER KNOW WHAT MAGIC WILL HAPPEN!

RAGE AGAINST THE MANUSCRIPT STEFF GREEN Do you have a story you're bursting to tell the world? Are you sick of being rejected by the publishing establishment? Do you want to inject a little punk rock, DIY ethos into your indie author career? In *How to Rock Self-Publishing*, bestselling indie author and publishing coach Steff Green shows you how to tell your story, find your readers, and build a badass author brand. As a self-published author you'll learn how to: define your measure of success and set attainable goals. Create an exciting author brand you want to write under forever. Tame your monkey mind and consolidate your gazillion ideas into a solid plan. Choose the best platforms, editors, designers, and tools to create a high-quality book. Plan a compelling book series in any genre that will have your readers chomping for more. Write faster, release more often, and enjoy what you create. Spot trends and gaps in the market where you can add your unique voice. Publish your book in print, ebook, and audio with all the nuts and bolts. Launch with a BANG! – including handy launch checklists. Create an engaging author platform to turn your readers into lifelong fans. Find unique and emerging opportunities in self-publishing to build your audience and earn a living. Steff breaks down the 11-step process that's seen her go from failed archaeologist and obscure music blogger to a USA Today bestseller with a six-figure income. With dozens of examples from across the publishing landscape and real-talk from her own career, Steff shows how imagination, creativity, and perseverance can help you achieve your dreams. *How to Rock Self-Publishing* isn't just a book about writing, it's about grabbing your dreams by the balls, living faster, harder and louder, and cranking your art up to 11.

THE READER'S BRAIN YELLOWLEES DOUGLAS 2015-06-11 Drawing upon cutting-edge neuroscience research, this unique writing guide provides easy-to-follow principles for writing effectively and efficiently.

BLOOD RITES BARBARA EHRENREICH 2020-01-07 A New York Times Notable Book An ALA Notable Book "Original and illuminating." --THE WASHINGTON POST What draws our species to war? What makes us see violence as a kind of sacred duty, or a ritual that boys must undergo to "become" men? Newly reissued in paperback, *Blood Rites* takes readers on an original journey from the elaborate human sacrifices of the ancient world to the carnage and holocaust of twentieth-century "total war." Ehrenreich sifts deftly through the fragile records of prehistory and discovers the wellspring of war in an unexpected place -- not in a "killer instinct" unique to the males

of our species, but in the blood rites early humans performed to reenact their terrifying experiences of predation by stronger carnivores. Brilliant in conception and rich in scope, *Blood Rites* is a monumental work that continues to transform our understanding of the greatest single threat to human life.

YOUR HANDWRITING CAN CHANGE YOUR LIFE VIMALA RODGERS 2013-04-16 When we purposefully change our handwriting, we introduce attitudes that can improve our relationships, give us the impetus to achieve and take risks, and simply bring out the best in us. This is because our handwriting is a reflection of our innermost thoughts and feelings. When we fall in love, survive a serious illness, or change careers, our view of life is dramatically altered and, as a result, our handwriting patterns change. Conversely, desired transformations can result from intentionally changing the way specific letters are written: * STICK TO THAT DIET BY CHANGING THE LETTER T. * AVOID BEING OVERLOOKED FOR THAT WELL-DESERVED PROMOTION BY CHANGING THE LETTER G. * REDUCE STRESS AND CEASE JUGGLING TOO MANY THINGS AT ONCE BY CHANGING THE LETTER S. * OVERCOME SHYNESS OR STAGE FRIGHT BY CHANGING THE LETTER A. Included is an enlightening assessment test that identifies those personality traits requiring attention. *Your Handwriting Can Change Your Life* profoundly reveals that the key to making dreams come true is as simple as putting pen to paper.

THE MOBILE MIND SHIFT TED SCHADLER 2014-06-24 Mobile has reprogrammed your customers' brains. Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you? Based on 200 interviews with entrepreneurs and major companies across the globe, *The Mobile Mind Shift* is the first book to explain how you can exploit mobile moments. You'll learn how to:

- Find your customer's most powerful mobile moments with a mobile moment audit.
- Master the Idea Cycle, the business discipline for exploiting mobile. Align your business and technology teams in four steps: Identify, Design, Engineer, Analyze.
- Manufacture mobile moments as Krispy Kreme does — it sends a push notification when hot doughnuts are ready near you. Result: 500,000 app downloads, followed by a double-digit increase in same-store sales.
- Turn one-time product sales into ongoing services and

ENGAGEMENT, AS THE NEST THERMOSTAT DOES. AND MASTER NEW BUSINESS MODELS, AS PHILIPS AND UBER DO. FIND WAYS TO CHARGE MORE AND CREATE INDELIBLE CUSTOMER LOYALTY.

- TRANSFORM YOUR TECHNOLOGY INTO SYSTEMS OF ENGAGEMENT. ENGINEER YOUR BUSINESS AND TECHNOLOGY SYSTEMS TO MEET THE EVER-EXPANDING DEMANDS OF MOBILE. IT'S HOW DISH NETWORK NOT ONLY INCREASED THE EFFICIENCY OF ITS INSTALLERS BUT ALSO CREATED NEW ON-THE-SPOT UPSSELL OPPORTUNITIES. MOBILE IS RAPIDLY SHIFTING YOUR CUSTOMERS INTO A NEW WAY OF THINKING. YOU'LL NEED YOUR OWN MOBILE MIND SHIFT TO RESPOND.

ON WRITING STEPHEN KING 2014-12

HBR GUIDE TO BETTER BUSINESS WRITING (HBR GUIDE SERIES) BRYAN A. GARNER 2013-01-08 **DON'T LET YOUR WRITING HOLD YOU BACK.** WHEN YOU'RE FUMBLING FOR WORDS AND PRESSED FOR TIME, YOU MIGHT BE TEMPTED TO DISMISS GOOD BUSINESS WRITING AS A LUXURY. BUT IT'S A SKILL YOU MUST CULTIVATE TO SUCCEED: YOU'LL LOSE TIME, MONEY, AND INFLUENCE IF YOUR E-MAILS, PROPOSALS, AND OTHER IMPORTANT DOCUMENTS FAIL TO WIN PEOPLE OVER. THE HBR GUIDE TO BETTER BUSINESS WRITING, BY WRITING EXPERT BRYAN A. GARNER, GIVES YOU THE TOOLS YOU NEED TO EXPRESS YOUR IDEAS CLEARLY AND PERSUASIVELY SO CLIENTS, COLLEAGUES, STAKEHOLDERS, AND PARTNERS WILL GET BEHIND THEM. THIS BOOK WILL HELP YOU:

- PUSH PAST WRITER'S BLOCK
- GRAB—AND KEEP—READERS' ATTENTION
- EARN CREDIBILITY WITH TOUGH AUDIENCES
- TRIM THE FAT FROM YOUR WRITING
- STRIKE THE RIGHT TONE
- BRUSH UP ON GRAMMAR, PUNCTUATION, AND USAGE

NO BULLSHIT SOCIAL MEDIA JASON FALLS 2012 **THE IN-YOUR-FACE, RESULTS-FOCUSED, NO-"KUMBAYA" GUIDE TO SOCIAL MEDIA FOR BUSINESS!** DETAILED TECHNIQUES FOR INCREASING SALES, PROFITS, MARKET SHARE, AND EFFICIENCY. SPECIFIC SOLUTIONS FOR BRAND-BUILDING, CUSTOMER SERVICE, R & D, AND REPUTATION MANAGEMENT. FACTS, STATISTICS, REAL-WORLD CASE STUDIES, AND ROCK-SOLID METRICS

BUSINESS WRITING WILMA DAVIDSON 2015-12-08 **THE REVISED AND UPDATED 3RD EDITION OF THE CLEAR, PRACTICAL GUIDE TO BUSINESS WRITING FROM A RENOWNED CORPORATE WRITING COACH** SINCE THE FIRST EDITION'S PUBLICATION IN 1994, WILMA DAVIDSON'S CLEAR, PRACTICAL GUIDE TO BUSINESS WRITING HAS ESTABLISHED ITSELF AS AN EXCELLENT PRIMER FOR ANYONE WHO WRITES ON THE JOB. NOW REVISED AND UPDATED TO COVER E-MAIL, TEXTS, AND THE LATEST SOCIAL MEDIA TECHNOLOGY, BUSINESS WRITING USES EXAMPLES, CHARTS, CARTOONS, AND ANECDOTES TO ILLUSTRATE WHAT MAKES MEMOS, BUSINESS LETTERS, REPORTS, SELLING COPY, AND OTHER TYPES OF BUSINESS WRITING WORK.

WORDS ONSCREEN NAOMI S. BARON 2015-01-09 **PEOPLE HAVE BEEN READING ON COMPUTER SCREENS FOR SEVERAL DECADES NOW, PREDATING POPULARIZATION OF PERSONAL COMPUTERS AND WIDESPREAD USE OF THE INTERNET. BUT IT WAS THE RISE OF EREADERS AND TABLETS THAT CAUSED DIGITAL READING TO EXPLODE. IN 2007, AMAZON INTRODUCED ITS FIRST KINDLE. THREE YEARS LATER, APPLE DEBUTED THE IPAD. MEANWHILE, AS MOBILE PHONE**

TECHNOLOGY IMPROVED AND SMARTPHONES PROLIFERATED, THE PHONE BECAME ANOTHER VITAL READING PLATFORM. IN WORDS ONSCREEN, NAOMI BARON, AN EXPERT ON LANGUAGE AND TECHNOLOGY, EXPLORES HOW TECHNOLOGY IS RESHAPING OUR UNDERSTANDING OF WHAT IT MEANS TO READ. DIGITAL READING IS INCREASINGLY POPULAR. READING ONSCREEN HAS MANY VIRTUES, INCLUDING CONVENIENCE, POTENTIAL COST-SAVINGS, AND THE OPPORTUNITY TO BRING FREE ACCESS TO BOOKS AND OTHER WRITTEN MATERIALS TO PEOPLE AROUND THE WORLD. YET, BARON ARGUES, THE VIRTUES OF EREADING ARE MATCHED WITH DRAWBACKS. USERS ARE EASILY DISTRACTED BY OTHER TEMPTATIONS ON THEIR DEVICES, MULTITASKING IS RAMPANT, AND SCREENS COAX US TO SKIM RATHER THAN READ IN-DEPTH. WHAT IS MORE, IF THE WAY WE READ IS CHANGING, SO IS THE WAY WE WRITE. IN RESPONSE TO CHANGING READING HABITS, MANY AUTHORS AND PUBLISHERS ARE PRODUCING SHORTER WORKS AND ONES THAT DON'T REQUIRE REFLECTION OR CLOSE READING. IN HER TOUR THROUGH THE NEW WORLD OF EREADING, BARON WEIGHS THE VALUE OF READING PHYSICAL PRINT VERSUS ONLINE TEXT, INCLUDING THE QUESTION OF WHAT LONG-STANDING BENEFITS OF READING MIGHT BE LOST IF WE GO OVERWHELMINGLY DIGITAL. SHE ALSO PROBES HOW THE INTERNET IS SHIFTING READING FROM BEING A SOLITARY EXPERIENCE TO A SOCIAL ONE, AND THE REASONS WHY EREADING HAS TAKEN OFF IN SOME COUNTRIES, ESPECIALLY THE UNITED STATES AND UNITED KINGDOM, BUT NOT OTHERS, LIKE FRANCE AND JAPAN. REACHING PAST THE HYPE ON BOTH SIDES OF THE DISCUSSION, BARON DRAWS UPON HER OWN CROSS-CULTURAL STUDIES TO OFFER A CLEAR-EYED AND BALANCED ANALYSIS OF THE WAYS TECHNOLOGY IS AFFECTING THE WAYS WE READ TODAY--AND WHAT THE FUTURE MIGHT BRING.

WORKPLACE WARRIOR JORDAN GOLDRICH 2019-10-01

ARE YOU A LEADER WHO HAS BEEN CALLED ABRASIVE, AGGRESSIVE, OR EVEN A BULLY? THIS BOOK IS WRITTEN FOR—RATHER THAN ABOUT—YOU. YOU HAVE PROBABLY NOTICED THAT MANY, IF NOT MOST AUTHORS AND SPEAKERS WHO DEAL WITH THIS SUBJECT REFER TO LEADERS LIKE YOU WITH DEMEANING NAMES, BECAUSE THEY THINK YOU NEED TO BE MORE RESPECTFUL. JORDAN GOLDRICH CHALLENGES THIS IRONY—OR PERHAPS HYPOCRISY—BY RECOGNIZING THAT, IN REALITY, YOU POSSESS A WARRIOR SPIRIT THAT IS CRUCIAL TO THE SUCCESS OF ORGANIZATIONS IN OUR CURRENT VUCA ENVIRONMENT (VOLATILITY, UNCERTAINTY, COMPLEXITY, AND AMBIGUITY). GOLDRICH ACKNOWLEDGES THAT (JUST LIKE HIMSELF) THESE LEADERS ARE IMPERFECT HUMAN BEINGS WHOSE LEADERSHIP OR COMMUNICATION STYLES CAN SOMETIMES CREATE A NEGATIVE IMPACT. BUT HE ALSO ACKNOWLEDGES AN IMPORTANT TRUTH—THAT THEY BRING UNIQUE VALUE TO THE WORKPLACE AND TO SOCIETY. HIS CHALLENGE TO YOU, IN THIS BOOK, IS TO BECOME A BETTER LEADER BY MEASURING YOURSELF AGAINST THE GREATEST WARRIORS ON THE PLANET: THE NAVY SEALS, THE GREEN BERETS, AND THE REST OF THE SPECIAL OPERATIONS COMMUNITY—BECAUSE YOU HAVE SOMETHING IN COMMON WITH THEM. LIKE YOU, THESE HEROES HAVE AN UNCOMMON DESIRE TO SUCCEED, ARE COMMITTED TO TAKING CHARGE, AND ARE FOCUSED ON ACCOMPLISHING THE MISSION. IN ADDITION, THEY COMMIT TO

HUMBLY SERVE AND TO PLACE THE WELFARE AND SECURITY OF OTHERS BEFORE THEIR OWN. GOLDRICH SHOWS YOU HOW TO DO THE SAME. SOME OF THE AUTHOR'S ADVICE REVOLVES AROUND THE CLEVER USE OF THE PHRASE, "THE LEAST YOU CAN DO." IF YOU ARE INTERESTED IN DOING THE LEAST YOU CAN DO TO BE BOTH AUTHENTIC AND PROTECT YOURSELF IN A POLITICALLY CORRECT, OVER-PROTECTIVE WORLD, YOU WILL FIND WHAT YOU NEED IN *WORKPLACE WARRIOR*. IF, ON THE OTHER HAND, YOU WANT TO DO THE LEAST YOU CAN DO IN THE SENSE THAT IT IS THE RIGHT THING TO DO, YOU WILL FIND RESOURCES TO AUTHENTICALLY TAKE YOUR LEADERSHIP TO A HIGHER LEVEL. HUMAN RESOURCES EXECUTIVES, EXECUTIVE COACHES, AND PEOPLE WHO WORK WITH AND FOR LEADERS LABELED AS ABRASIVE OR BULLIES WILL FIND A UNIQUE PERSPECTIVE ON THESE LEADERS' MOTIVATIONS AND MINDSETS—AND WILL THEN BE ABLE TO DO THEIR PART IN BUILDING COLLABORATIVE RELATIONSHIPS WITH THEIR COLLEAGUES.

BECOMING A WRITER, STAYING A WRITER J. MICHAEL STRACZYNSKI 2021-06-01 IN THE WORDS OF NOVELIST HARLAN ELLISON, "THE TRICK IS NOT BECOMING A WRITER. THE TRICK IS STAYING A WRITER. NEW YORK TIMES BESTSELLING AUTHOR AND BRITISH ACADEMY AWARD NOMINEE J. MICHAEL STRACZYNSKI KNEW HE WANTED TO BE A WRITER EVER SINCE HE WAS A CHILD. WHAT HE DIDN'T KNOW WAS HOW TO ACTUALLY BECOME, OR STAY, A WRITER. NOW, HE'S GIVING FELLOW WRITERS THE COMPREHENSIVE GUIDE HE WISHES HE HAD ALL ALONG, PERSONALIZED TIPS AND TECHNIQUES THAT CAN'T BE FOUND IN ANY OTHER BOOK ON WRITING. *BECOMING A WRITER, STAYING A WRITER* CULLS FROM STRACZYNSKI'S MORE THAN THIRTY YEARS OF EXPERIENCE WRITING FOR FILM, TELEVISION, BOOKS, AND COMICS. DESIGNED FOR WRITERS IN ANY STAGE OF THEIR CAREER, THIS QUIRKY, INSIGHTFUL AND OFTEN HUMOROUS BOOK PROVIDES AN INSIDE LOOK AT THESE INDUSTRIES WITH ADVICE AND WISDOM COVERING SUCH TOPICS SUCH AS: • WHAT FLEDGLING WRITERS NEED TO KNOW TO IMPROVE AND SELL THEIR WORK—AND AVOID WASTING VALUABLE TIME • TIPS FOR EXPERIENCED WRITERS WHO WANT TO GET TO THE NEXT LEVEL • STAYING DISCIPLINED WHEN WRITING IS YOUR DAY JOB • WHY WRITERS SHOULD NEVER WAIT FOR INSPIRATION • STORY-PLANNING STRATEGIES THAT DON'T KILL YOUR SPONTANEITY • EXPERT TECHNIQUES FOR EFFECTIVE, MEMORABLE WORLD-BUILDING • HOW TO GET AN AGENT AND SURVIVE THE WRITER'S JOURNEY IN MORE PERSONAL RELATIONSHIPS • REVISING AND EDITING WITH PRECISION • WHEN AND HOW TO REINVENT YOURSELF AS AN ARTIST *BECOMING A WRITER, STAYING A WRITER* INCLUDES STRACZYNSKI'S UNIQUE, TRIED-AND-TRUE METHODOLOGIES THAT WILL HELP STORYTELLERS SHARPEN THEIR WORK SO THAT IT'S POLISHED AND READY FOR PUBLICATION. PART TOOLBOX AND PART SURVIVAL GUIDE, THIS BOOK WILL BE AN INDISPENSABLE GUIDE THROUGHOUT YOUR ENTIRE WRITING CAREER, OFFERING FRESH AND PRACTICAL INSIGHTS EVERY STEP OF THE WAY.

GROUNDWELL CHARLENE LI 2011 CORPORATE EXECUTIVES STRUGGLE TO HARNESS THE POWER OF SOCIAL TECHNOLOGIES. TWITTER, FACEBOOK, BLOGS, YOUTUBE ARE WHERE CUSTOMERS DISCUSS PRODUCTS AND COMPANIES,

WRITE THEIR OWN NEWS, AND FIND THEIR OWN DEALS BUT HOW DO YOU INTEGRATE THESE ACTIVITIES INTO YOUR BROADER MARKETING EFFORTS? IT'S AN UNSTOPPABLE GROUNDWELL THAT AFFECTS EVERY INDUSTRY -- YET IT'S STILL UTTERLY FOREIGN TO MOST COMPANIES RUNNING THINGS NOW. WHEN CONSUMERS YOU'VE NEVER MET ARE RATING YOUR COMPANY'S PRODUCTS IN PUBLIC FORUMS WITH WHICH YOU HAVE NO EXPERIENCE OR INFLUENCE, YOUR COMPANY IS VULNERABLE. IN *GROUNDWELL*, JOSH BERNOFF AND CHARLENE LI EXPLAIN HOW TO TURN THIS THREAT INTO AN OPPORTUNITY. IN THIS UPDATED AND EXPANDED EDITION OF *GROUNDWELL*, FEATURING AN ALL NEW INTRODUCTION AND CHAPTERS ON TWITTER AND SOCIAL MEDIA INTEGRATION, YOU'LL LEARN TO: • EVALUATE NEW SOCIAL TECHNOLOGIES AS THEY EMERGE • DETERMINE HOW DIFFERENT GROUPS OF CONSUMERS ARE PARTICIPATING IN SOCIAL TECHNOLOGY ARENAS • APPLY A FOUR-STEP PROCESS FOR FORMULATING YOUR FUTURE STRATEGY • BUILD SOCIAL TECHNOLOGIES INTO YOUR BUSINESS *GROUNDWELL* IS REQUIRED READING FOR EXECUTIVES SEEKING TO PROTECT AND STRENGTHEN THEIR COMPANY'S PUBLIC IMAGE.

BULLSHIT JOBS DAVID GRAEBER 2019-05-07 FROM BESTSELLING WRITER DAVID GRAEBER—"A MASTER OF OPENING UP THOUGHT AND STIMULATING DEBATE" (SLATE)—A POWERFUL ARGUMENT AGAINST THE RISE OF MEANINGLESS, UNFULFILLING JOBS...AND THEIR CONSEQUENCES. DOES YOUR JOB MAKE A MEANINGFUL CONTRIBUTION TO THE WORLD? IN THE SPRING OF 2013, DAVID GRAEBER ASKED THIS QUESTION IN A PLAYFUL, PROVOCATIVE ESSAY TITLED "ON THE PHENOMENON OF BULLSHIT JOBS." IT WENT VIRAL. AFTER ONE MILLION ONLINE VIEWS IN SEVENTEEN DIFFERENT LANGUAGES, PEOPLE ALL OVER THE WORLD ARE STILL DEBATING THE ANSWER. THERE ARE HORDES OF PEOPLE—HR CONSULTANTS, COMMUNICATION COORDINATORS, TELEMARKETING RESEARCHERS, CORPORATE LAWYERS—WHOSE JOBS ARE USELESS, AND, TRAGICALLY, THEY KNOW IT. THESE PEOPLE ARE CAUGHT IN BULLSHIT JOBS. GRAEBER EXPLORES ONE OF SOCIETY'S MOST VEXING AND DEEPLY FELT CONCERNS, INDICTING AMONG OTHER VILLAINS A PARTICULAR STRAIN OF FINANCE CAPITALISM THAT BETRAYS IDEALS SHARED BY THINKERS RANGING FROM KEYNES TO LINCOLN. "CLEVER AND CHARISMATIC" (THE NEW YORKER), *BULLSHIT JOBS* GIVES INDIVIDUALS, CORPORATIONS, AND SOCIETIES PERMISSION TO UNDERGO A SHIFT IN VALUES, PLACING CREATIVE AND CARING WORK AT THE CENTER OF OUR CULTURE. THIS BOOK IS FOR EVERYONE WHO WANTS TO TURN THEIR VOCATION BACK INTO AN AVOCATION AND "A THOUGHT-PROVOKING EXAMINATION OF OUR WORKING LIVES" (FINANCIAL TIMES).

WHY THEY CAN'T WRITE JOHN WARNER 2020-03-17 COMBINING CURRENT KNOWLEDGE OF WHAT WORKS IN TEACHING AND LEARNING WITH THE MOST ENDURING PHILOSOPHIES OF CLASSICAL EDUCATION, THIS BOOK CHALLENGES READERS TO DEVELOP THE SKILLS, ATTITUDES, KNOWLEDGE, AND HABITS OF MIND OF STRONG WRITERS. *THE GREAT MENTAL MODELS: GENERAL THINKING CONCEPTS* FARNAM STREET 2019-12-16 THE OLD SAYING GOES, "TO THE MAN WITH A HAMMER, EVERYTHING LOOKS LIKE A NAIL." BUT ANYONE WHO HAS DONE ANY KIND OF PROJECT KNOWS A

HAMMER OFTEN ISN'T ENOUGH. THE MORE TOOLS YOU HAVE AT YOUR DISPOSAL, THE MORE LIKELY YOU'LL USE THE RIGHT TOOL FOR THE JOB - AND GET IT DONE RIGHT. THE SAME IS TRUE WHEN IT COMES TO YOUR THINKING. THE QUALITY OF YOUR OUTCOMES DEPENDS ON THE MENTAL MODELS IN YOUR HEAD. AND MOST PEOPLE ARE GOING THROUGH LIFE WITH LITTLE MORE THAN A HAMMER. UNTIL NOW. THE GREAT MENTAL MODELS: GENERAL THINKING CONCEPTS IS THE FIRST BOOK IN THE GREAT MENTAL MODELS SERIES DESIGNED TO UPGRADE YOUR THINKING WITH THE BEST, MOST USEFUL AND POWERFUL TOOLS SO YOU ALWAYS HAVE THE RIGHT ONE ON HAND. THIS VOLUME DETAILS NINE OF THE MOST VERSATILE, ALL-PURPOSE MENTAL MODELS YOU CAN USE RIGHT AWAY TO IMPROVE YOUR DECISION MAKING, PRODUCTIVITY, AND HOW CLEARLY YOU SEE THE WORLD. YOU WILL DISCOVER WHAT FORCES GOVERN THE UNIVERSE AND HOW TO FOCUS YOUR EFFORTS SO YOU CAN HARNESS THEM TO YOUR ADVANTAGE, RATHER THAN FIGHT WITH THEM OR WORSE YET- IGNORE THEM. UPGRADE YOUR MENTAL TOOLBOX AND GET THE FIRST VOLUME TODAY. AUTHOR BIOGRAPHY FARNAM STREET (FS) IS ONE OF THE WORLD'S FASTEST GROWING WEBSITES, DEDICATED TO HELPING OUR READERS MASTER THE BEST OF WHAT OTHER PEOPLE HAVE ALREADY FIGURED OUT. WE CURATE, EXAMINE AND EXPLORE THE TIMELESS IDEAS AND MENTAL MODELS THAT HISTORY'S BRIGHTEST MINDS HAVE USED TO LIVE LIVES OF PURPOSE. OUR READERS INCLUDE STUDENTS, TEACHERS, CEOs, COACHES, ATHLETES, ARTISTS, LEADERS, FOLLOWERS, POLITICIANS AND MORE. THEY'RE NOT DEFINED BY GENDER, AGE, INCOME, OR POLITICS BUT RATHER BY A SHARED PASSION FOR AVOIDING PROBLEMS, MAKING BETTER DECISIONS, AND LIFELONG LEARNING. AUTHOR HOME OTTAWA, ONTARIO, CANADA

BRANDING YOURSELF ERIC DECKERS 2017-10-09 WANT A NEW JOB OR CAREER? NEED TO DEMONSTRATE MORE VALUE TO CUSTOMERS OR EMPLOYERS? USE TODAY'S HOTTEST SOCIAL MEDIA PLATFORMS TO BUILD THE POWERFUL PERSONAL BRAND THAT GETS YOU WHAT YOU WANT! IN THIS COMPLETELY UPDATED BOOK, ERIC DECKERS AND KYLE LACY HELP YOU USE SOCIAL MEDIA TO AND NETWORKING TO ADVANCE YOUR CAREER, GROW YOUR BUSINESS, AND LAND NEW JOB OPPORTUNITIES. FROM LINKEDIN TO FACEBOOK, NOW INCLUDING INSTAGRAM AND SNAPCHAT, THIS BOOK IS PACKED WITH NEW TECHNIQUES AND IDEAS THAT ARE PRACTICAL, EASY, AND EFFECTIVE. DECKERS AND LACY SHOW YOU HOW TO SUPERCHARGE ALL YOUR BUSINESS AND PERSONAL RELATIONSHIPS...DEMONSTRATE THAT YOU ARE THE BEST SOLUTION TO EMPLOYERS' OR PARTNERS' TOUGHEST PROBLEMS...BECOME A RECOGNIZED THOUGHT LEADER...AND TURN YOUR ONLINE NETWORK INTO OUTSTANDING JOBS, GREAT PROJECTS, AND A FULFILLING, PROFITABLE CAREER! DISCOVER HOW TO: CHOOSE TODAY'S BEST SOCIAL MEDIA TOOLS FOR YOUR PERSONAL GOALS BUILD AN AUTHENTIC STORYLINE AND ONLINE IDENTITY THAT GETS YOU THE RIGHT OPPORTUNITIES MAKE THE MOST OF FACEBOOK, LINKEDIN, AND TWITTER-AND LEVERAGE NEW PLATFORMS LIKE SNAPCHAT AND INSTAGRAM BUILD CONNECTIONS AND PROVE EXPERTISE BY SHARING VIDEO ON YOUTUBE AND VIMEO FIND YOURSELF ON SEARCH ENGINES AND THEN OPTIMIZE YOUR PERSONAL ONLINE PRESENCE PROMOTE YOUR EVENTS,

ACCOMPLISHMENTS, VICTORIES...AND EVEN DEFEATS AND LESSONS LEARNED INTEGRATE ONLINE AND OFFLINE NETWORKING TO GET MORE FROM BOTH REACH PEOPLE WITH HIRING AUTHORITY AND BUDGETS ON LINKEDIN USE TWITTER TO SHARE THE IDEAS AND PASSIONS THAT MAKE YOU UNIQUELY VALUABLE AVOID "KILLER" SOCIAL NETWORKING MISTAKES LEVERAGE YOUR ONLINE EXPERT STATUS TO BECOME A PUBLISHED AUTHOR OR PUBLIC SPEAKER MEASURE THE SUCCESS OF YOUR SOCIAL MEDIA BRANDING GET NEW PROJECTS OR JOBS THROUGH YOUR ONLINE FRIENDS AND FOLLOWERS

WEIRD IN A WORLD THAT'S NOT JENNIFER ROMOLINI 2017-06-06 AN HONEST, SHARP-WITTED, PRACTICAL GUIDE TO HELP YOU GET AND KEEP THE JOB YOU WANT-FROM AN OUTSIDER WHOSE BEEN THERE AND DONE IT, A WOMAN WHO WENT FROM BEING A BROKE, DIVORCED, COLLEGE DROPOUT TO RUNNING SOME OF THE BIGGEST WEBSITES IN THE WORLD. JENNIFER ROMOLINI STARTED HER CAREER AS AN AWKWARD TWENTY-SEVEN-YEAR-OLD MISFIT, NAVIGATED HER WAY THROUGH NEW YORK MEDIA AND BECAME A BOSS-AN EDITOR-IN-CHIEF, AN EDITORIAL DIRECTOR, AND A VICE PRESIDENT-ALL WITHIN LITTLE MORE THAN A DECADE. HER BOOK, *WEIRD IN A WORLD THAT'S NOT*, ASSERTS THAT BEING OUTSIDE-THE-NORM AND ACHIEVING REAL, HIGH-LEVEL SUCCESS ARE NOT MUTUALLY EXCLUSIVE, EVEN IF THE PERCEPTION OF THE BUSINESS WORLD OFTEN SEEMS OTHERWISE, EVEN IF IT SEEMS LIKE ONLY OFFICE-POLITICKING EXTROVERTS ARE SET UP FOR REWARD. PART CAREER MEMOIR, PART REAL-WORLD GUIDE, *WEIRD IN A WORLD THAT'S NOT* OFFERS RELATABLE ADVICE ON HOW TO ACHIEVE YOUR DREAMS, EVEN WHEN THE ODDS SEEM STACKED AGAINST YOU. ROMOLINI HELPS YOU FACE DOWN YOUR FEARS, FIND A CAREER THAT'S RIGHT FOR YOU, AND GET AND KEEP A JOB. SHE TACKLES PRACTICAL ISSUES AND OFFERS EMPATHETIC, CLEAR-CUT ANSWERS TO IMPORTANT QUESTIONS: HOW DO I NAVIGATE THE AWKWARDNESS OF NETWORKING? HOW DO I DEAL WITH INTENSE OFFICE POLITICS? HOW DO I LEAVE MY CRAPPY JOB? HOW DO I LEARN HOW TO BE A BOSS NOT JUST A #BOSS? AND, MOST IMPORTANTLY: HOW DO I DO ALL THIS AND STAY TRUE TO WHO I REALLY AM? AUTHENTIC, FUNNY, AND MOVING, *WEIRD IN A WORLD THAT'S NOT* WILL HELP YOU TAP INTO YOUR INNER TENACITY AND FIND YOUR PATH, NO MATTER HOW OFFBEAT YOU ARE.

EMPOWERED JOSH BERNOFF 2010-09-14 IT'S THE NEW NORMAL. NOW ALL OF YOUR EMPLOYEES ARE TWITTERING AWAY AND FRIENDING CLIENTS ON FACEBOOK. NOT TO MENTION CUSTOMERS--WHO FEEL OBLIGATED TO UPDATE YOUR WIKIPEDIA ENTRY WITH PRODUCT COMPLAINTS. IN THIS NEW WORLD, DEALING WITH EMPOWERED EMPLOYEES AND CUSTOMERS --INSURGENTS -- IS ONLY GOING TO GET MORE CHALLENGING. EMPLOYEES ARE USING THIS TECHNOLOGY IN THE WORKPLACE AND CUSTOMERS ARE USING IT IN THE MARKETPLACE, AND NEITHER OBEY THE RULES YOU SET UP. THIS CHAOS IS YOUR FUTURE AS A MANAGER. YOU COULD TRY TO SHUT IT DOWN AND SHUT IT OFF. OR YOU CAN HARNESS IT AND REAP THE BUSINESS BENEFITS. ACCORDING TO JOSH BERNOFF AND TED SCHADLER OF FORRESTER RESEARCH (THE ORGANIZATION THAT BROUGHT YOU GROUNDSWELL), YOUR DEFENSE AGAINST INSURGENTS IS TO ENABLE THEM. AT

ITS HEART, THIS IS A BOOK ABOUT HOW TO SCALE THE MANAGEMENT OF INSURGENCY, BOTH THE INNOVATION OF INSURGENT EMPLOYEES AND THE ENERGY OF INSURGENT CUSTOMERS. THE KEY IS A PROCESS FORRESTER CALLS E TRIPLE S, FOR THE FOUR ELEMENTS OF MANAGING INSURGENTS EFFECTIVELY: EMPOWERING, SELECTING, SCALING, AND SOCIALIZING. WHILE IT'S BASED IN CURRENT TRENDS, THE CORE CONCEPT OF MANAGING INSURGENTS -- THAT THE NEXT MANAGEMENT AND INNOVATION CHALLENGE IS HARNESSING

INDIVIDUALS EMPOWERED BY MOBILE, SOCIAL, AND CONNECTED TECHNOLOGY -- IS A NEW IDEA. IN THE WAKE OF GROUNDSWELL, DOZENS OF SOCIAL-TECHNOLOGY-FOR-BUSINESS BOOKS CROPPED UP. AND THERE ARE PLENTY OF BOOKS ON IMPROVING YOUR CUSTOMER SERVICE. BUT THERE'S NO SERIOUS BUSINESS BOOK ABOUT MANAGEMENT, MARKETING, AND INNOVATION IN THE THROES OF THIS TREND. WHEN INSURGENCY HITS, IT WILL BE PERCEIVED NOT JUST AS A SEQUEL TO GROUNDSWELL BUT AS THE START OF A NEW MANAGEMENT PHILOSOPHY.