

# The Price Of Everything Solving Mystery Why We Pay What Do Eduardo Porter

An assessment of the role of value in every aspect of life explains that a price is incurred for every choice, and assesses the inherent costs of such controversial topics as joining a church, promoting longevity, and organ donation.

CEO Emily Stanton has her hands full with a corporate scandal, a billion-dollar deal hanging in the balance, and a suave crisis management expert who might manage her right into his bed. Want to make a bad year better or turn a good year into a blockbuster? Improve your pricing strategy and discover the untapped gold mine that exists in your products and services.

Whether you are in marketing, a manager, on the salesforce, in finance, or the CEO/CFO, pricing your products matters to you. The Art of Pricing is a practical guide for solving one of the most important dilemmas in business: how to use price to uncover hidden profits and find new opportunities for growth. This roadmap to pricing illustrates and explains: The financial windfall that can be reaped from small changes in price Methods to derive the "right price" for your product or service How a series of easy-to-implement strategies enables companies to serve and profit from the largest possible customer base How new pricing strategies can activate dormant customers Why the key to better pricing is to provide customers with options - different prices, versions, and opportunities to purchase - to best meet their needs. Using a range of examples, from small businesses to big companies like Ford, Rafi shows how expanding your vision of pricing can accelerate profits and growth at your company. Critical

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Reviews When The Art of Pricing first came out, The New York Times named it among those business books that "should have been best sellers" but got lost "in the shuffle." "The key to getting that additional profit, Mr. Mohammed contends in a clear, conversational tone, is to offer customers a variety of pricing options and allow them to pick the one that works best for them...What is clear from Mr. Mohammed's book is that it might be easier to produce greater margins by concentrating on the numerator (price) - what you charge - instead of obsessing about costs." The New York Times "The Art of Pricing is an entertaining primer on how to unlock 'hidden profits' and growth by aligning your product's price with the value customers place on it." BusinessWeek SmallBiz "This conversational, easy and informative read is worth paying attention to." Entrepreneur Magazine "Here is a book that is really 'where the rubber meets the road' pricing...I enjoyed this book because the author wrote a book full of real world examples." A Jack Covert Monthly Selection, 800CEOREAD Included in the Forbes' Entrepreneurial Library (10 books that no entrepreneur should be without). "Pricing products and services is one of the most crucial, and difficult, decisions that an entrepreneur will make...he (Mohammed) finds psychological and macroeconomic rules to help readers set prices effectively as they enter the marketplace." Forbes.com Testimonials "A lighthearted, anecdotal, but theoretically sophisticated primer on pricing, highly personal and readable, with abundant illustrations." Alfred E. Kahn, Robert Julius Thorne Professor of Political Economy, Emeritus, at Cornell University, and former chairman of the Civil Aeronautics Board "The Art of Pricing is a 'must read' for every manager; it will help you better serve your customers as well as make you more money." Irving Azoff, CEO of TicketMaster and CEO of Frontline Management "This book is richly illustrated with stories that show how pricing is as much

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disciplined science as art, and that masters of this discipline can reap profit while delighting customers. Rafi Mohammed is the da Vinci of pricing!" Robert G. Cross, Chairman and CEO of Revenue Analytics

An extraordinary and challenging synthesis of ideas uniting Quantum Theory, and the theories of Computation, Knowledge and Evolution, Deutsch's extraordinary book explores the deep connections between these strands which reveal the fabric of reality in which human actions and ideas play essential roles.

40 powerful lessons from entrepreneurs, speakers, authors, professionals, investors and more. Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to

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your bosses - but not to your competitors!

The dramatic human story of an epic scientific quest and of one man's forty-year obsession to find a solution to the thorniest scientific dilemma of the day--"the longitude problem." Anyone alive in the eighteenth century would have known that "the longitude problem" was the thorniest scientific dilemma of the day-and had been for centuries. Lacking the ability to measure their longitude, sailors throughout the great ages of exploration had been literally lost at sea as soon as they lost sight of land. Thousands of lives and the increasing fortunes of nations hung on a resolution. One man, John Harrison, in complete opposition to the scientific community, dared to imagine a mechanical solution-a clock that would keep precise time at sea, something no clock had ever been able to do on land. Longitude is the dramatic human story of an epic scientific quest and of Harrison's forty-year obsession with building his perfect timekeeper, known today as the chronometer. Full of heroism and chicanery, it is also a fascinating brief history of astronomy, navigation, and clockmaking, and opens a new window on our world.

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this

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is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

A bold, urgent argument on the misplacement of value in financial markets and how we can and need to maximize value for the many, not few. As an economist and former banker, Mark Carney has spent his life in various financial roles, in both the public and private sector. VALUE(S) is a meditation on his experiences that examines the short-comings and challenges of the market in the past decade which he argues has led to rampant, public distrust and the need for radical change. Focusing on four major crises--the Global Financial Crisis, the Global Health Crisis, Climate Change and the 4th Industrial Revolution-- Carney proposes responses to each. His solutions are tangible action plans for leaders, companies and countries to transform the value of the market back into the value of humanity.

From the Nobel Prize-winning author of Thinking, Fast and Slow and the

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coauthor of *Nudge*, a revolutionary exploration of why people make bad judgments and how to make better ones--"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In *Noise*, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-

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based insights that made *Thinking, Fast and Slow* and *Nudge* groundbreaking New York Times bestsellers, *Noise* explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

As retirement funds shrink, savings disappear and houses are foreclosed on, now is a good time to ask a question for which every human civilization has had an answer: why do things cost what they do? *The Value of Nothing* tracks down the reasons through history, philosophy, neuroscience and sociology, showing why prices are always at odds with the true value of the things that matter most to us. Damien Hirst's diamond-encrusted skull sold for a record \$100 million at auction. But if we account for the possibility that blood diamonds were used (as many suspect), the human cost is even greater. A Big Mac might seem like the best deal in these economic times, but after analyzing the energy to produce each burger, from field to Happy Meal, Patel argues the real price tag is a whopping \$200. But it is easiest to see the gap between price and value by looking at things that are so-called free. Examining everything from Google to TV, from love to thoughts, *The Value of Nothing* reveals the hidden social consequences of our global culture of "freedom."

What is gravity? Nobody knows—and just about nobody knows that nobody knows. How something so pervasive can also be so mysterious, and how that

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mystery can be so wholly unrecognized outside the field of physics, is one of the greatest conundrums in modern science. But as award-winning author Richard Panek shows in this groundbreaking, mind-bending book, gravity is a cold case that's beginning to heat up. In *The Trouble with Gravity*, Panek invites the reader to experience this ubiquitous yet elusive force in a breathtakingly new way. Gravity, Panek explains, structures not only our bodies and our physical world, but also our minds and culture. From our very beginnings, humans' conceptions of gravity have been inextricably bound to our understanding of existence itself. As we get closer and closer to solving the riddle of gravity, it is not only physics that is becoming clearer. We are also getting to know ourselves as never before. Everything has a price, but it isn't always obvious what that price is. Many of the prices we pay seem to make little sense. We shell out \$2.29 for a coffee at Starbucks when a nearly identical brew can be had at the corner deli for less than a dollar. We may be less willing to give blood for \$25 than to donate it for free. Americans hire cheap illegal immigrants to fix the roof or mow the lawn, and vote for politicians who promise to spend billions to keep them out of the country. And citizens of the industrialized West pay hundreds of dollars a year in taxes or cash for someone to cart away trash that would be a valuable commodity in poorer parts of the world. *The Price of Everything* starts with a simple premise: there is a

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price behind each choice that we make, whether we're deciding to have a baby, drive a car, or buy a book. We often fail to appreciate just how critical prices are as a motivating force shaping our lives. But their power becomes clear when distorted prices steer our decisions the wrong way. Eduardo Porter uncovers the true story behind the prices we pay and reveals what those prices are actually telling us. He takes us on a global economic adventure, from comparing the relative price of a vote in corrupt São Tomé and in the ostensibly uncorrupt United States, to assessing the cost of happiness in Bhutan, to deducing the dollar value we assign to human life. His unique approach helps explain: \* Why polygamous societies actually place a higher value on women than monogamous ones. \* Why someone may find more value in a \$14 million license plate than the standard issue, \$95 one. \* Why some government agencies believe one year of life for a senior citizen is four times more valuable than that of a younger person. Porter weaves together the constant-and often unconscious-cost and value assessments we all make every day. While exploring the fascinating story behind the price of everything from marriage and death to mattresses and horsemeat, Porter draws unexpected connections that bridge a wide range of disciplines and cultures. The result is a cogent and insightful narrative about how the world really works. Watch a Video

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Describes the intellectual journey of eccentric American genius George Price, who tried to answer the evolutionary riddle of why people are nice, and eventually gave away all his belongings and took his own life in a squatter's flat.

**NEW YORK TIMES BESTSELLER** • “This book is a gift! I’ve been practicing their strategies, and it’s a total game-changer.”—Brené Brown, PhD, author of the #1 New York Times bestseller *Dare to Lead* This groundbreaking book explains why women experience burnout differently than men—and provides a simple, science-based plan to help women minimize stress, manage emotions, and live a more joyful life. Burnout. Many women in America have experienced it. What’s expected of women and what it’s really like to be a woman in today’s world are two very different things—and women exhaust themselves trying to close the gap between them. How can you “love your body” when every magazine cover has ten diet tips for becoming “your best self”? How do you “lean in” at work when you’re already operating at 110 percent and aren’t recognized for it? How can you live happily and healthily in a sexist world that is constantly telling you you’re too fat, too needy, too noisy, and too selfish? Sisters Emily Nagoski, PhD, and Amelia Nagoski, DMA, are here to help end the cycle of feeling overwhelmed and exhausted. Instead of asking us to ignore the very real obstacles and societal pressures that stand between women and well-being, they

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explain with compassion and optimism what we're up against—and show us how to fight back. In these pages you'll learn • what you can do to complete the biological stress cycle—and return your body to a state of relaxation • how to manage the “monitor” in your brain that regulates the emotion of frustration • how the Bikini Industrial Complex makes it difficult for women to love their bodies—and how to defend yourself against it • why rest, human connection, and befriending your inner critic are keys to recovering and preventing burnout With the help of eye-opening science, prescriptive advice, and helpful worksheets and exercises, all women will find something transformative in these pages—and will be empowered to create positive change. Emily and Amelia aren't here to preach the broad platitudes of expensive self-care or insist that we strive for the impossible goal of “having it all.” Instead, they tell us that we are enough, just as we are—and that wellness, true wellness, is within our reach. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BOOKRIOT “Burnout is the gold standard of self-help books, delivering cutting-edge science with energy, empathy, and wit. The authors know exactly what's going on inside your frazzled brain and body, and exactly what you can do to fix it. . . . Truly life-changing.”—Sarah Knight, New York Times bestselling author of *Calm the F\*ck Down*

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From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Don't miss this New York Times bestselling "impossible to put down" (Buzzfeed) novel with deadly stakes, thrilling twists, and juicy secrets--perfect for fans of *One of Us is Lying* and *Knives Out*. Avery Grambs has a plan for a better future: survive high school, win a scholarship, and get out. But her fortunes change in an instant when billionaire Tobias Hawthorne dies and leaves Avery virtually his entire fortune. The catch? Avery has no idea why -- or even who Tobias Hawthorne is. To receive her inheritance, Avery must move into sprawling, secret passage-filled Hawthorne House, where every room bears the old man's touch -- and his love of puzzles, riddles, and codes. Unfortunately for Avery, Hawthorne House is also occupied by the family that Tobias Hawthorne just dispossessed. This includes the four Hawthorne grandsons: dangerous, magnetic, brilliant boys who grew up with every expectation that one day, they would inherit billions. Their apparent Grayson Hawthorne is convinced that Avery must be a conwoman, and he's determined to take her down. His brother, Jameson, views her as their grandfather's last hurrah: a twisted riddle, a puzzle to be solved. Caught in a world of wealth and privilege, with danger around every turn, Avery will have to play the game herself just to survive.

While governments throughout the world have different approaches to how they make their public sector information (PSI) available and the terms under which the information may be reused, there appears to be a broad recognition of the importance of digital networks and PSI

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to the economy and to society. However, despite the huge investments in PSI and the even larger estimated effects, surprisingly little is known about the costs and benefits of different information policies on the information society and the knowledge economy. By understanding the strengths and weaknesses of the current assessment methods and their underlying criteria, it should be possible to improve and apply such tools to help rationalize the policies and to clarify the role of the internet in disseminating PSI. This in turn can help promote the efficiency and effectiveness of PSI investments and management, and to improve their downstream economic and social results. The workshop that is summarized in this volume was intended to review the state of the art in assessment methods and to improve the understanding of what is known and what needs to be known about the effects of PSI activities.

New York Times bestseller Business Book of the Year--Association of Business Journalists  
From the New York Times bestselling author comes an eye-opening, urgent look at America's broken health care system--and the people who are saving it--now with a new Afterword by the author. "A must-read for every American." --Steve Forbes, editor-in-chief, FORBES One in five Americans now has medical debt in collections and rising health care costs today threaten every small business in America. Dr. Makary, one of the nation's leading health care experts, travels across America and details why health care has become a bubble. Drawing from on-the-ground stories, his research, and his own experience, *The Price We Pay* paints a vivid picture of the business of medicine and its elusive money games in need of a serious shake-up. Dr. Makary shows how so much of health care spending goes to things that have nothing to do with health and what you can do about it. Dr. Makary challenges the medical establishment to remember medicine's noble heritage of caring for people when they are vulnerable. *The Price*

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We Pay offers a road map for everyday Americans and business leaders to get a better deal on their health care, and profiles the disruptors who are innovating medical care. The movement to restore medicine to its mission, Makary argues, is alive and well--a mission that can rebuild the public trust and save our country from the crushing cost of health care. Stanford University student and Cuban American tennis prodigy Ramon Fernandez is outraged when a nearby mega-store hikes its prices the night of an earthquake. He crosses paths with provost and economics professor Ruth Lieber when he plans a campus protest against the price-gouging retailer--which is also a major donor to the university. Ruth begins a dialogue with Ramon about prices, prosperity, and innovation and their role in our daily lives. Is Ruth trying to limit the damage from Ramon's protest? Or does she have something altogether different in mind? As Ramon is thrust into the national spotlight by events beyond the Stanford campus, he learns there's more to price hikes than meets the eye, and he is forced to reconsider everything he thought he knew. What is the source of America's high standard of living? What drives entrepreneurs and innovation? What upholds the hidden order that allows us to choose our careers and pursue our passions with so little conflict? How does economic order emerge without anyone being in charge? Ruth gives Ramon and the reader a new appreciation for how our economy works and the wondrous role that the price of everything plays in everyday life. The Price of Everything is a captivating story about economic growth and the unseen forces that create and sustain economic harmony all around us.

**NEW YORK TIMES BEST SELLER** • The epic story of the greatest quest in all of science—the holy grail of physics that would explain the creation of the universe—from renowned theoretical physicist and author of *The Future of the Mind* and *The Future of Humanity* When Newton

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discovered the law of gravity, he unified the rules governing the heavens and the Earth. Since then, physicists have been placing new forces into ever-grander theories. But perhaps the ultimate challenge is achieving a monumental synthesis of the two remaining theories—relativity and the quantum theory. This would be the crowning achievement of science, a profound merging of all the forces of nature into one beautiful, magnificent equation to unlock the deepest mysteries in science: What happened before the Big Bang? What lies on the other side of a black hole? Are there other universes and dimensions? Is time travel possible? Why are we here? Kaku also explains the intense controversy swirling around this theory, with Nobel laureates taking opposite sides on this vital question. It is a captivating, gripping story; what's at stake is nothing less than our conception of the universe. Written with Kaku's trademark enthusiasm and clarity, this epic and engaging journey is the story of The God Equation.

What's the hardest part of grad school? It's not simply that the workload is heavy and the demands are high. It's that too many students lack efficient methods to let them do their best. Professor Zachary Shore aims to change this. With humorous, lively prose, Professor Shore teaches you to master the five most crucial skills you need to succeed: how to read, write, speak, act, and research at a higher level. Each chapter in this no-nonsense guide outlines a unique approach to acquiring a skill and then demonstrates how to enhance it. Through these concrete, practical methods, Grad School Essentials will save you time, elevate the quality of your work, and help you to earn the degree you seek.

Casey McDaniel had never been so nervous in his life. In just ten minutes, The Meeting, as it would forever be known, would begin. Casey had every reason to believe that his performance

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over the next two hours would determine the fate of his career, his financial future, and the company he had built from scratch. “How could my life have unraveled so quickly?” he wondered. In his latest page-turning work of business fiction, best-selling author Patrick Lencioni provides readers with another powerful and thought-provoking book, this one centered around a cure for the most painful yet underestimated problem of modern business: bad meetings. And what he suggests is both simple and revolutionary. Casey McDaniel, the founder and CEO of Yip Software, is in the midst of a problem he created, but one he doesn’t know how to solve. And he doesn’t know where or who to turn to for advice. His staff can’t help him; they’re as dumbfounded as he is by their tortuous meetings. Then an unlikely advisor, Will Peterson, enters Casey’s world. When he proposes an unconventional, even radical, approach to solving the meeting problem, Casey is just desperate enough to listen. As in his other books, Lencioni provides a framework for his groundbreaking model, and makes it applicable to the real world. *Death by Meeting* is nothing short of a blueprint for leaders who want to eliminate waste and frustration among their teams, and create environments of engagement and passion.

A Real Plan for Making Drugs Affordable—and Promoting Innovation, Too “This book is a necessity for understanding the pharmaceutical industry. Both the pluses and minuses of the present system are set forth with a judicious combination of historical narrative, economic analysis, and statistical data. The highly original proposals for reform will be a major stimulant to analysis and policy-making.” –Kenneth Arrow, Nobel Laureate in Economics, Professor Emeritus, Stanford University “This is a timely book by authors who know what they are talking about. They tackle a big problem: rising drug prices that are threatening to overwhelm us

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all—and especially those with limited or absent health care insurance. Will we drive people overseas for healthcare? Will there be social unrest? This book describes the problem and then offers a solution. Worth a careful read by everyone, pharmaceutical manufacturers and government policymakers especially.” –Roger Williams, M.D., Chief Executive Officer of the United States Pharmacopeia and a former senior official of the Food and Drug Administration “This book confounds two sets of skeptics: Those who say there’s no way to resolve the conflict between the need to fund pharmaceutical research and our desire to keep medicine affordable; and those who think that economics never has anything good to say.” –Honorable Barney Frank, Congressman from Massachusetts “This book comes at the right time and could become the starting point of discussions, which will eventually lead us into new era in the healthcare care industry. It will without a doubt become a must for insiders of the pharma- and biotech industries.” –Dr. Jürgen Drews, retired President of Roche Pharmaceutical Group

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“Reginald Hill is quite simply one of the best at work today.” —Boston Globe There is no end to the praise mystery writer Reginald Hill has already earned for his British police procedurals featuring Chief Inspector Peter Pascoe and Detective Superintendent “Fat Andy” Dalziel. Having recently bested Harlan Coben, Val McDermid, Michael Connelly,

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and James Patterson for the Crime Writers Association's Mystery and Thriller People's Choice Dagger, the master returns with *The Price of Butcher's Meat*—as a recuperating Andy Dalziel (following his close brush with mortality in *Death Comes for the Fat Man*) gets involved in the murderous politics of a not-so-peaceful seaside community. *The Price of Butcher's Meat* is more “great stuff from one of the greats, and a true must for fans of British crime” (*Denver Rocky Mountain News*).

An urgent and daring examination of how American racism has broken the country's social compact, eroded America's common goods, and damaged the lives of every American--and a heartfelt look at how these deep wounds might begin to heal. Compared to other industrialized nations, the United States is losing ground across nearly every indicator of social health. Its race problem, argues Eduardo Porter, is largely to blame. In *American Poison*, the *New York Times* veteran shows how racial animus has stunted the development of nearly every institution crucial for a healthy society, including organized labor, public education, and the social safety net. The consequences are profound and are only growing graver with time. Leading us through history and across America--from FDR's New Deal through Bill Clinton's welfare reform to Donald Trump's retrograde and divisive policies--Porter pieces together how racial hostility has blocked American social cohesion at every turn, producing a nation that fails not only its black and brown citizens but white Americans as well. *American Poison* is at once a broad, rigorous argument, and a profound *cri de coeur*. Even as it uncovers

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our most tenacious national pathology, it points the way toward hope, illuminating the ways in which, as the nation becomes increasingly diverse, it may well be possible to construct a new understanding of racial identity--and a more cohesive society on top of it.

Train your brain for better decisions, problem solving, and innovation Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills is the comprehensive guide to training your brain to do more for you. Written by a critical thinking trainer and coach, the book presents a pragmatic set of tools to apply critical thinking techniques to everyday business issues. Think Smarter is filled with real world examples that demonstrate how the tools work in action, in addition to dozens of practice exercises applicable across industries and functions, Think Smarter is a versatile resource for individuals, managers, students, and corporate training programs. Thinking is the foundation of everything you do, but we rely largely on automatic thinking to process information, often resulting in misunderstandings and errors. Shifting over to critical thinking means thinking purposefully using a framework and toolset, enabling thought processes that lead to better decisions, faster problem solving, and creative innovation. Think Smarter provides clear, actionable steps toward improving your critical thinking skills, plus exercises that clarify complex concepts by putting theory into practice. Features include: A comprehensive critical thinking framework Over twenty-five "tools" to help you think more critically Critical thinking implementation for functions

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and activities Examples of the real-world use of each tool Learn what questions to ask, how to uncover the real problem to solve, and mistakes to avoid. Recognize assumptions you can rely on versus those without merit, and train your brain to tick through your mental toolbox to arrive at more innovative solutions. Critical thinking is the top skill on the wish list in the business world, and sharpening your ability can have profound effects throughout all facets of life. Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills provides a roadmap to more effective and productive thought.

With Amy Herman's *Fixed.*, we now have access to what the FBI, NATO, the State Department, Interpol, Scotland Yard, and many more organizations and their leaders have been using to solve their most intractable problems. Demonstrating a powerful paradigm shift for finding solutions, Herman teaches us to see things differently, using art to challenge our default thinking and open up possibilities otherwise overlooked. Her unexpected, insightful, and often delightful methodology is sought after by leaders and professionals for whom failure is catastrophic. Luckily for us, these tactics work—no matter the problem's scale or complexity. And we don't need an art degree or previous knowledge about art to benefit from her approach, only a willingness to open our eyes and our minds. Yes, things go wrong all the time. What matters most is what we do to fix them.

We live in an extraordinary time. In a world that moves faster than we can imagine, we

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cannot afford to stand still. In this extraordinary contrarian book Jeff Booth details the technological and economic realities shaping our present and our future, and the choices we face as we go forward—a potentially alarming, but deeply hopeful situation. "The highly anticipated follow-up to the acclaimed bestseller *Start With Why* Simon Sinek's mission is to help people wake up every day inspired to go to work and return home every night fulfilled by their work. His first book, *Start With Why*, offered the essential starting point, explaining the power of focusing on WHY we do what we do, before getting into the details of WHAT and HOW. *Start With Why* became an instant classic, with a loyal following among Fortune 500 companies, entrepreneurs, nonprofits, governments, and the highest levels of the U.S. Military. Now Sinek is back to reveal the next step in creating happier and healthier organizations. He helps us understand, in simple terms, the biology of trust and cooperation and why they're essential to our success and fulfillment. Organizations that create environments in which trust and cooperation thrive vastly outperform their competition. And, not coincidentally, their employees love working there. But "truly human" cultures don't just happen; they are intentionally created by great leaders. Leaders who, in hard times, would sooner sacrifice their numbers to protect their people, rather than sacrifice people to protect their numbers, are rewarded with deeply loyal teams that consistently contribute their best efforts, ideas and passion. As he did in *Start With Why*, Sinek illustrates his points with fascinating true stories from many fields. He implores us to act sooner rather than

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later, because our stressful jobs are literally killing us. And he offers surprisingly simple steps for building a truly human organization"--

THE INSTANT #1 NATIONAL BESTSELLER! Find your inspiration in this motivational book from the bestselling author of *And the Good News Is...* *Lessons and Advice from the Bright Side*, beloved co-host of Fox News' *The Five* and *America's Newsroom*. *EVERYTHING WILL BE OKAY* is a no-nonsense how-to guide to life for young women looking to reframe their thinking, to believe in themselves, to take risks, to understand their power, and to feel better overall through finding serenity and taking action. Young women seek out advice from Dana Perino every day—at work, through friends, and on social media. The story of her own quarter-life crisis, *And the Good News Is...* *Lessons and Advice from the Bright Side*, brought countless readers to her inbox looking for guidance. Through her mentorship program, "Minute Mentoring," Dana quickly realized that quarter-life crises have begun following young women well into their thirties. Many of them are distressed but conceal it with a brave face. Unfortunately, too much of that can be—and is—exhausting. To help address these challenges, *EVERYTHING WILL BE OKAY* covers such topics as: How to manage your relationships (colleagues, family, love)... How to be your best self on the job... How to gauge if you're on the right career path... How to transition from junior staffer to boss lady... How to solve the biggest problems you're facing... How to move past perceived obstacles... For everyone from the job-seeker fresh out of college to the ambitious career woman looking to make her next

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big jump up the ladder, EVERYTHING WILL BE OKAY has tips, advice, and reassurance for young women everywhere.

Complex problem solving is the core skill for 21st Century Teams Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In *Bulletproof Problem Solving: The One Skill That Changes Everything* you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at. The problem-solving technique outlined in this book is based on a highly visual, logic-tree method that can be applied to everything from everyday decisions to strategic issues in business to global social challenges. The authors, with decades of experience at McKinsey and Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. With this bulletproof approach to defining, unpacking, understanding, and ultimately solving problems, you'll have a personal superpower for developing compelling solutions in your workplace. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ Learn how a simple visual system can help you break down and understand the component parts of even the most complex problems Build team brainstorming techniques that fight cognitive bias, streamline workplanning, and

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speed solutions Know when and how to employ modern analytic tools and techniques from machine learning to game theory Learn how to structure and communicate your findings to convince audiences and compel action The secrets revealed in Bulletproof Problem Solving will transform the way you approach problems and take you to the next level of business and personal success.

An international economic advisor shares a wide-spectrum theory about how to enable economic success throughout the world, posing solutions to top political, environmental, and social problems that contribute to poverty.

The Price of Everything Finding Method in the Madness of What Things Cost Portfolio Trade It may not be a quick fix, but this concrete action plan for reform can create a less costly and healthier system for all.

Find the optimal solutions to your problems. Gain a deep understanding of the "what, why, how, when, how much" questions of your life. Become a Systems Thinker and discover how to approach your life from a completely new perspective. What is systems thinking? Put it simply, thinking about how things interact with one another. Why should this matter to you? Because you are a system. You are a part of smaller and larger systems - your community, your country, your species. Understanding your role within these systems and how these systems affect, hinder, or aid the fulfillment of your life can lead you to better answers about yourself and the world. Information is the most precious asset these days. Evaluating that information correctly is almost priceless. Systems thinkers are some of the bests in collecting and assessing information, as well as creating impactful solutions in any context. The Systems

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Thinker will help you to implement systems thinking at your workplace, human relations, and everyday thinking habits. Boost your observation and analytical skills to find the real triggers and influencing forces behind contemporary politics, economics, health, and education changes. Systems thinking clears your vision by teaching you not only to find the differences between the elements but also the similarities. This bi-directional analyzing ability will give you a more complex worldview, deeper understanding of problems, and thus better solutions. The car stopped because its tank is empty - so it needs gas. Easy problem, easy solution, right? But could you explain just as easily why did the price of gas raise with 5% the past month? After becoming a systems thinker, you'll be able to answer that question just as easily. Change your thoughts, change your results. -What are the main elements, questions and methods of thinking in systems? -The most widely used systems archetypes, maps, models, and analytical methods. -Learn to identify and provide solutions even the most complex system problems. -Deepen your understanding about human motivation with systems thinking. The past fifty years brought so many changes in our lives. The world has become more interconnected than ever. Old rules can't explain the new world anymore. But systems thinking can. Embrace systems thinking and become a master of analytical, critical, and creative thinking. The fun and simple problem-solving guide that took Japan by storm Ken Watanabe originally wrote Problem Solving 101 for Japanese schoolchildren. His goal was to help shift the focus in Japanese education from memorization to critical thinking, by adapting some of the techniques he had learned as an elite McKinsey consultant. He was amazed to discover that adults were hungry for his fun and easy guide to problem solving and decision making. The book became a surprise Japanese bestseller, with more than 370,000 in print after six months. Now American

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businesspeople can also use it to master some powerful skills. Watanabe uses sample scenarios to illustrate his techniques, which include logic trees and matrixes. A rock band figures out how to drive up concert attendance. An aspiring animator budgets for a new computer purchase. Students decide which high school they will attend. Illustrated with diagrams and quirky drawings, the book is simple enough for a middle-schooler to understand but sophisticated enough for business leaders to apply to their most challenging problems.

**#1 NEW YORK TIMES BEST SELLER** • In this urgent, authoritative book, Bill Gates sets out a wide-ranging, practical—and accessible—plan for how the world can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear, achieving zero emissions will not be simple or

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easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach. More than four million copies in print! This book, called by some the best book for men ever written, helps men overcome common roadblocks to spiritual and personal growth and chart a path forward to becoming better leaders in their home, workplace, and community. Winner of the prestigious Gold Medallion Award and appearing on the bestseller list eighteen times, this book is popular for a reason. In it, award-winning author Patrick Morley invites men to look in the mirror, identify the problem areas, and make the changes necessary to love God, themselves, and others better. With relevant, practical, and thoughtful advice, this book discusses twenty-four different topics that men face, including: Identity questions and discovering significance and purpose Relationship problems and fixing broken relationships Money problems and establishing financial strength Time problems and how to decide what's important Temperament problems and battling pride, fear, and anger Integrity problems and establishing accountability If life's demands are constantly pressuring you to run faster and jump higher, this book is for you. Rich in anecdotes, thought-provoking questions, biblical insights, and featuring focus questions in each chapter suitable for personal or group use, *The Man in the Mirror* offers a life-changing look at how to trade the rat race for the rewards of godly manhood.

Many experts argue that anyone who wants to develop a skill, play an instrument, or lead their field should start early, focus intensely, and rack up as many hours of deliberate practice as possible. Epstein examined the world's most successful athletes, artists, musicians, inventors, forecasters and scientists, and discovered that in most fields-- especially those that are complex and unpredictable-- generalists, not specialists, are primed to excel. Generalists

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juggle many interests rather than focusing on one-- but they're also more creative, more agile, and able to make connections their more specialized peers can't see. -- adapted from jacket

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