

Contagious Why Things Catch On

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives
Everybody Writes
Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want
Bicycle Man
Sacred Woman
Cirque Du Freak
Digital Renaissance
The Mis-education of the Negro
Virtual Freedom
Contagious
SUMMARY -
Contagious: Why Things Catch on by Jonah Berger
Non-Manipulative Selling
Contagious
The Emperor of Sound
Hooked
Building a StoryBrand
Give Me Everything You Have
Stumbling on Happiness
When Crisis Strikes
You May Also Like
May Cause Miracles
Invisible Influence
Viral Marketing
DIY Financial Advisor
The One Minute Sales Person
Social Media Success for Every Brand
UnMarketing
Made to Stick
Creative Strategy and the Business of Design
Contagious
The Catalyst
Growth Hacker
Marketing
It's Not News, It's Fark
Made to Stick
Marketing For Dummies
Contagious
The Contagious Commandments
Decisive
The Spook who Sat by the Door
No One Belongs Here More Than You

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives

While comedy shows report funny fake news, Fark.com features funny real news. On slow news days, mainstream media still has to deliver. Fark founder Drew Curtis has noticed several distinct patterns used to turn non-news into the news you see each day. Th

Everybody Writes

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want

The much-anticipated follow-up to Contagious Culture shows aspiring leaders how to embody the qualities they wish to cultivate in their organizations. In Contagious Culture, Anese Cavanaugh proved that it's possible to create an energized and engaged organizational culture that spreads from person to person. Now, in Contagious You, she hones in on the individual, showing us how each of us is contagious in our own way and stressing the importance of leading with intention to achieve positive results. For anyone who's sought to create change, or felt sucked into the drama and chaos of a toxic work environment, this book will advance the notion that everyone at an organization is a leader – for good or for bad – and that leaders have tremendous power to influence those who follow their example. The quality of our leadership is based upon our intentions, energy, and presence. By emphasizing authorship, self-care, and response-ability (not responsibility) as leadership skills and therefore cultural amplifiers, Contagious You shows you how to walk the path of more effective leadership while navigating the road blocks in your way. Whether these road blocks are working with negative co-workers with secret agendas and unrealistic expectations, or just the general “busyness” of life and its excessive demands, this book will take you on a journey to create more space, more courageous leadership, and stronger collaboration to influence others and create the impact you desire. The common denominator is YOU. No matter what level you're on, your intentions, energy, and presence impact your ability to do anything within your life. Contagious You is an invitation to UNLOCK your own power. YOU set the tone. YOU are the culture. So show up, lead, and intentionally become the change you wish to see.

Bicycle Man

Most business owners are blindly guessing at their social media strategy, and it's costing them time and money. Based on Donald Miller's bestselling book Building a StoryBrand, Claire Diaz-Ortiz applies the seven principles of the StoryBrand Framework to help you build an effective, long-lasting social media plan for your brand. Social Media Success for Every Brand teaches readers how to incorporate the StoryBrand 7-Part Framework into their social media channels to increase engagement and see better results. Readers will understand exactly what they need to do with their social media to drive growth to their organization through the practical guidance of the five-point SHARE model: STORY HOW AUDIENCE REACH EXCELLENCE Social Media Success for Every Brand does not require the reader to be familiar with Building a StoryBrand but provides enough foundation to prepare the reader for practical success with their social media content. Together with the StoryBrand Framework, Claire's SHARE model will help boost customer engagement and grow the organization's brand awareness and revenues.

Sacred Woman

Offering a plan for releasing fear and embracing gratitude, reveals how simple, consistent shifts in our thinking and actions can lead to miraculous changes in daily life.

Cirque Du Freak

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat.

Digital Renaissance

Book 1 of The Saga of Darren Shan A New York Times Bestseller Cirque Du Freak is the frightening saga of a young boy whose visit to a mysterious freak show leads him on a journey into a dark world of vampires. Author Darren Shan's vivid detail and original voice will have young readers glued to their seats in terror. Filled with grotesque creatures, murderous vampires, and a petrifying ending, Cirque Du Freak will chill, thrill, and leave readers begging for more.

The Mis-education of the Negro

Woodson's classic work of criticism explores how the education received by blacks has failed to give them an appreciation of themselves as a race and their contributions to history. Woodson puts forward a program that calls for the educated to learn about their past and serve the black community. (Education/Teaching)

Virtual Freedom

Upper Saddle River, N.J. : Creative Homeowner,

Contagious

Why are some products and ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face-to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. Indeed, word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions. It is between 8.5 and 30 times more effective than traditional media. But want to know the best thing about word-of-mouth? It's available to everyone. Whether you're a Fortune 500 company trying to increase

sales, a corner restaurant trying to raise awareness, a non-profit trying to fight obesity, or a newbie politician running for city council, word-of-mouth can help you succeed. And you don't have to have millions of dollars to spend on an advertising budget. You just have to get people to talk. The challenge, though, is how to do that. This book will show you how.

SUMMARY - Contagious: Why Things Catch on by Jonah Berger

Presents a collection of short works featuring sympathetic protagonists whose inherent sensitivities render them particularly vulnerable to unexpected events.

Non-Manipulative Selling

How digital technology is upending the traditional creative industries—and why that's a good thing The digital revolution poses a mortal threat to the major creative industries—music, publishing, television, and the movies. Cheap, easy self-producing is eroding the position of the gatekeepers and guardians of culture. Does this revolution herald the collapse of culture, as some commentators claim? Far from it. In *Digital Renaissance*, Joel Waldfoegel argues that digital technology is enabling a new golden age of popular culture—a digital renaissance. Analyzing decades of production and sales data, as well as bestseller and best-of lists, Waldfoegel finds that the new digital model is just as powerful at generating high-quality, successful work as the old industry model, and in many cases more so.

Contagious

An introduction to marketing discusses such topics as designing a marketing program, research, advertising, sales, social media, and telemarketing.

The Emperor of Sound

The CIA's first Black officer uses his training in organizing a ghetto army to destroy white America

Hooked

GET INSPIRED. GET EXCITED. GET RESULTS. A proven approach to corporate culture that's positively contagious You are about to enter a new era of leadership. With more competition, more connectedness, and more opportunities than ever before, this exciting new era demands a workplace culture that is collaborative, productive, energized, and contagious. A

culture that encourages extraordinary growth and innovation. A culture that starts with you—showing up, setting the tone, and lighting the fire This book is about answering that call and setting yourself up for success. It's about improving your leadership presence and your impact, not just on others but yourself. It's about creating the space you need to share your vision, state your intention, and jump-start your team. It's about working yourself over—from the inside out—so you can become the strong, effective, inspiring leader you know you can be. This is Contagious Culture, a game-changing guide to transforming corporate culture from within, developed by the award-winning creator of The IEP Method to strengthen your “Intentional Energetic Presence.” This is more than a leadership book—this is your future calling. Award-winning organizational advisor Anese Cavanaugh reveals the secrets of IEP—Intentional Energetic Presence—for transforming your workplace and your life. The key to any company's success lies in its culture. This game-changing guide shows you how to shape and revitalize this culture—by setting the tone, engaging the team, and creating a dynamic working environment that encourages growth, productivity, and innovation. It all starts with you Using the book's unique IEP Method, you can: Be the kind of leader people want to follow—not have to follow Craft your intention—and make a real impact Unleash your energy—and watch it spread like wildfire Unlock greater collaboration in your teams—and greater leadership in your people Show up for Others—by setting yourself up for success Bring out the best in everyone—including yourself Create a contagious work culture that people want to catch! With these proven step-by-step techniques, you can take control of the culture you work in and build a healthier, more functional environment—from the inside out. You'll find helpful transformative tools and exercises for improving collaborations, opening communications, and implementing changes. You'll discover the best methods for handling the toughest challenges, whether it's hiring and firing, strategizing and organizing, busyness or burnout. Best of all, you'll learn how to enhance your “Intentional Energetic Presence” (IEP) so you'll always be fully present, purposeful, and prepared to share your vision with infectious energy and enthusiasm. Contagious Culture is so much more than a leadership guide. It's a complete cultural mind-shift that's not only exciting for you and your team—it's absolutely, positively contagious.

Building a StoryBrand

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes.*By reading this summary, you will learn how to take advantage of word-of-mouth to create a fashion effect and create a buzz.*You will also learn : how word of mouth is 10 times more effective than advertising; why the potential to get people talking depends not on the subject but on the message; how to launch immediate word of mouth; how to maintain impact over time.*Most trends are born from word of mouth. We then speak of social contagion.*But what does it depend on? At first glance, on the product or service offered, its quality, its price and its usefulness or fun. However, thanks to the research and studies of Professor Jonah Berger, you will see that this is not the case. The most important element is social influence: word of mouth.*Buy now the summary of this book for the modest price of a cup of coffee!

Give Me Everything You Have

DIY Financial Advisor: A Simple Solution to Build and Protect Your Wealth DIY Financial Advisor is a synopsis of our research findings developed while serving as a consultant and asset manager for family offices. By way of background, a family office is a company, or group of people, who manage the wealth a family has gained over generations. The term 'family office' has an element of cachet, and even mystique, because it is usually associated with the mega-wealthy. However, practically speaking, virtually any family that manages its investments—independent of the size of the investment pool—could be considered a family office. The difference is mainly semantic. DIY Financial Advisor outlines a step-by-step process through which investors can take control of their hard-earned wealth and manage their own family office. Our research indicates that what matters in investing are minimizing psychology traps and managing fees and taxes. These simple concepts apply to all families, not just the ultra-wealthy. But can—or should—we be managing our own wealth? Our natural inclination is to succumb to the challenge of portfolio management and let an 'expert' deal with the problem. For a variety of reasons we discuss in this book, we should resist the gut reaction to hire experts. We suggest that investors maintain direct control, or at least a thorough understanding, of how their hard-earned wealth is managed. Our book is meant to be an educational journey that slowly builds confidence in one's own ability to manage a portfolio. We end our book with a potential solution that could be applicable to a wide-variety of investors, from the ultra-high net worth to middle class individuals, all of whom are focused on similar goals of preserving and growing their capital over time. DIY Financial Advisor is a unique resource. This book is the only comprehensive guide to implementing simple quantitative models that can beat the experts. And it comes at the perfect time, as the investment industry is undergoing a significant shift due in part to the use of automated investment strategies that do not require a financial advisor's involvement. DIY Financial Advisor is an essential text that guides you in making your money work for you—not for someone else!

Stumbling on Happiness

Explains why some products and ideas go "viral," citing the roles of word-of-mouth promotion and the Internet.

When Crisis Strikes

The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. Creative Strategy and the Business of Design fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into

tools to help you: Understand client requests from a business perspective Build a strategic framework to inspire visual concepts Increase your relevance in an evolving industry Redesign your portfolio to showcase strategic thinking Win new accounts and grow existing relationships You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

You May Also Like

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.

May Cause Miracles

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Invisible Influence

Contagion may alarm doctors but marketers thrive on it. Some concepts are so compelling you have to share them. But what makes an idea so infectious you can't keep it to yourself? And how can brands produce these kinds of ideas intentionally rather than by chance? Contagious, the globally renowned intelligence resource for the marketing industry, is dedicated to identifying and interrogating the world's most exceptional creative trends. And in The Contagious Commandments, Paul Kemp-Robertson and Chris Barth condense this valuable research into ten strategic takeaways for your own marketing revolution. Taking inspiration from disruptive campaigns from the likes of Patagonia, Nike, Safaricom, BrewDog, LEGO, Kenco, and dozens more, The Contagious Commandments explores how companies fuse creativity, technology and behavioural psychology to achieve truly original marketing ideas that have a positive impact on society and profits - and how your brand can too.

Viral Marketing

Using original research from more than 2 years of work, 5 different data sets, around 1000 videos, 9 individual studies and a large team of researchers from the Ehrenberg-Bass Institute for Marketing Science, Viral Marketing offers solid advice on

the nebulous business of video sharing. Dr Nelson-Field reports new knowledge on sharing, memory and the influence of creative devices.

DIY Financial Advisor

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

The One Minute Sales Person

Social Media Success for Every Brand

Bicyclist/journalist Alan Snel decided to pack a lifetime of bicycle misadventures, crazy times and tender moments into a collection of bicycle stories thatspan nearly 40 years. Bicyclingcan be about giving you a ride to work, a front-row seat to see nature, a meditation session, a workout or a ride across the country. Alan has bicycled it all and tried it all, even trying to increase the profile of bicycling in Tampa Bay -- talk about a long uphill ride. This is Alan's love sonnet to bicycling in all its forms. Never stop pedaling.

UnMarketing

Why do we get so embarrassed when a colleague wears the same shirt? Why do we eat the same thing for breakfast every day, but seek out novelty at lunch and dinner? How has streaming changed the way Netflix makes recommendations? Why do people think the music of their youth is the best? How can you spot a fake review on Yelp? Our preferences and opinions

are constantly being shaped by countless forces – especially in the digital age with its nonstop procession of “thumbs up” and “likes” and “stars.” Tom Vanderbilt, bestselling author of *Traffic*, explains why we like the things we like, why we hate the things we hate, and what all this tell us about ourselves. With a voracious curiosity, Vanderbilt stalks the elusive beast of taste, probing research in psychology, marketing, and neuroscience to answer myriad complex and fascinating questions. If you’ve ever wondered how Netflix recommends movies or why books often see a sudden decline in Amazon ratings after they win a major prize, Tom Vanderbilt has answers to these questions and many more that you’ve probably never thought to ask. From the Hardcover edition.

Made to Stick

A smart and funny book by a prominent Harvard psychologist, which uses groundbreaking research and (often hilarious) anecdotes to show us why we’re so lousy at predicting what will make us happy – and what we can do about it. Most of us spend our lives steering ourselves toward the best of all possible futures, only to find that tomorrow rarely turns out as we had expected. Why? As Harvard psychologist Daniel Gilbert explains, when people try to imagine what the future will hold, they make some basic and consistent mistakes. Just as memory plays tricks on us when we try to look backward in time, so does imagination play tricks when we try to look forward. Using cutting-edge research, much of it original, Gilbert shakes, cajoles, persuades, tricks and jokes us into accepting the fact that happiness is not really what or where we thought it was. Among the unexpected questions he poses: Why are conjoined twins no less happy than the general population? When you go out to eat, is it better to order your favourite dish every time, or to try something new? If Ingrid Bergman hadn’t gotten on the plane at the end of *Casablanca*, would she and Bogey have been better off? Smart, witty, accessible and laugh-out-loud funny, *Stumbling on Happiness* brilliantly describes all that science has to tell us about the uniquely human ability to envision the future, and how likely we are to enjoy it when we get there. From the Hardcover edition.

Creative Strategy and the Business of Design

Entrepreneurs often suffer from “superhero syndrome”—the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It’s no wonder why so many people give up the dream of starting a business—it’s just too much for one person to handle. But outsourcing expert and “Virtual CEO,” Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don’t have to go it alone when they discover the power of building teams of virtual employees to help run, support, and grow their businesses. *Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business* is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual

employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants. With additional tactics and online resources, Virtual Freedom is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.

Contagious

Why does fake news stick while the truth goes missing? Why do disproved urban legends persist? How do you keep letting newspapers and clickbait sites lure you in with their headlines? And why do you remember complicated stories but not complicated facts? Over ten years of study, Chip and Dan Heath have discovered how we latch on to information hooks. Packed full of case histories and incredible anecdotes, it shows: - how an Australian scientist convinced the world he'd discovered the cause of stomach ulcers by drinking a glass filled with bacteria - how a gifted sports reporter got people to watch a football match by showing them the outside of the stadium - how pitches like 'Jaws on a spaceship' (Alien) and 'Die Hard on a bus' (Speed) convince movie execs to invest gigantic sums even when they know nothing else about the project As entertaining as it is informative, this is a timely exploration of a fascinating human behaviour. At the same time, by demonstrating strategies like the 'Velcro Theory of Memory' and 'curiosity gaps', it offers superbly practical insights. Made to Stick uses cutting-edge insight to help you ensure that what you say is understood, remembered and, most importantly, acted upon.

The Catalyst

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions--in our lives, careers, families and organizations. In Decisive, Chip Heath and Dan Heath, the bestselling authors of Made to Stick and Switch, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In Decisive, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

Growth Hacker Marketing

NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the “fake news” era. Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick. **BONUS:** This edition contains an excerpt from Chip Heath and Dan Heath's *Switch*.

It's Not News, It's Fark

The New York Times bestseller that explains why certain products and ideas become popular. “Jonah Berger knows more about what makes information ‘go viral’ than anyone in the world.” —Daniel Gilbert, author of the bestseller *Stumbling on Happiness* What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? Wharton marketing professor Jonah Berger has spent the last decade answering these questions. He's studied why New York Times articles make the paper's own Most E-mailed list, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In *Contagious*, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most boring products there is: a blender. *Contagious* provides specific, actionable techniques for helping information spread—for designing messages, advertisements, and content that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious* will show you how to make your product or idea catch on.

Made to Stick

In this newly released edition of one of his classic books, *The One Minute Sales Person*, Spencer Johnson, the author of the number one New York Times bestseller *Who Moved My Cheese?*, shows you how to sell your ideas, products, or services successfully! This is the book that has proved to be a must-have for the millions of people who were looking for the quickest way to improve their selling skills. In these changing times, Spencer Johnson, coauthor of *The One Minute Manager®*, shows you how the phenomenal One Minute® methods can bring real and lasting sales success with the least amount of time and effort. You will learn how to enjoy your job and your life more as you discover the effective secrets of "self-management," the integrity of "selling on purpose," and the liberating "wonderful paradox" of helping others get what they want so you can get what you need. *The One Minute Sales Person* is a clear, easy and invaluable guide that works for both you and the people you sell to, for your financial prosperity and personal well-being. In short, it is a classic Spencer Johnson bestseller that can help you enjoy more success with less stress.

Marketing For Dummies

Stop marketing. Start UnMarketing. No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is "marketing," then the world would probably prefer whatever is the opposite of that. If you're ready to stop marketing and start engaging, then welcome to UnMarketing. The landscape of business-customer relationships is changing, and UnMarketing gives you innovative ways out of the old "Push and Pray" rut. Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you. This updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+. UnMarketing supplies you with a winning approach to stop ineffective marketing and put relationships first—then reap the long-term, high-quality growth that follows! "[INSERT NAME HERE] has written a game changer for [INSERT INDUSTRY HERE]. Drop everything and read this book!" —Famous author who hasn't read this book "This book has a great amount of words." —Fortune 500 CEO who was at an open-bar event with the author and agreed to give testimonial "This book is the greatest business book in the world, besides mine." —Author who only gives testimonials to people who give him one in return

Contagious

The long-anticipated inside look at the extraordinary career of the man who brought *Sexy Back*, the legendary producer in the pantheon of music greats as influential and groundbreaking as Motown's Berry Gordy and a memoir of the creative process. Hailed by the *New Yorker* as "the eminence grise behind half of what is great in the Top Forty these days," world-

renowned producer Timbaland has been a fixture on the pop charts, with more top-ten hits than Elvis or the Beatles. An artist whose fans are multi-racial and multi-generational, Timbaland works with the hottest artists, from Mariah Carey and Missy Elliott to Justin Timberlake, Nelly Furtado, Madonna, and his childhood friend, Pharrell Williams. Yet this celebrity is a uniquely private man who shuns parties, stays out of gossip columns, and rarely gives interviews. Deliberately choosing to tour by bus and conspicuously bling-free, he maintains a low-key lifestyle. If he's not at the recording studio, he is at home with his family. In *The Emperor of Sound*, Timbaland offers fans an unprecedented look into his life and work. Completely uncensored and totally honest, he reveals the magic behind the music, sharing the various creative impulses that arise while he's producing, and the layering of sounds that have created dozens of number one hits. Cinematically written, full of revealing anecdotes and reflections from today's most popular music icons, *The Emperor of Sound* showcases this master's artistry and offers an extraordinary glimpse inside this great musical mind.

The Contagious Commandments

A true story of obsessive love turning to obsessive hate, *Give Me Everything You Have* chronicles the author's strange and harrowing ordeal at the hands of a former student, a self-styled "verbal terrorist," who began trying, in her words, to "ruin him." Hate mail, online postings, and public accusations of plagiarism and sexual misconduct were her weapons of choice and, as with more conventional terrorist weapons, proved remarkably difficult to combat. James Lasdun's account, while terrifying, is told with compassion and humor, and brilliantly succeeds in turning a highly personal story into a profound meditation on subjects as varied as madness, race, Middle East politics, and the meaning of honor and reputation in the Internet age.

Decisive

"An essential roadmap for our stressful world." —David Perlmutter, MD, #1 New York Times bestselling author *YOUR BRAIN'S GREATEST ENEMY? CHRONIC STRESS. LEARN HOW TO REGAIN CONTROL, LIFE BALANCE, AND WELL-BEING. FROM THE RENOWNED AMEN CLINICS* Stress is an unfortunate fact of modern life, and when those stressors are catastrophic—divorce, illness, caregiving, loss—a brain under stress becomes a brain in crisis. In this invaluable guide, award-winning psychiatrist Dr. Jennifer Love and neuropsychologist Dr. Kjell Hovik explore how to heal the damage that prolonged stress can do to your brain and your health. In *When Crisis Strikes* you'll learn how to prevent these side effects from hijacking your daily life. • Discover how your brain works with your body's natural stress response system. • Learn how mental and emotional cues cause physical reactions like muscle tension, pain, lowered sex drive, and more. • Practice the five steps to relieve a stressor's toll on your mind and your body. • Utilize the tools to deal with any life crisis. *When Crisis Strikes* provides hope and healing for everyone who has experienced the often-crushing weight of chronic stress. "An

essential roadmap for our stressful world.” —David Perlmutter, MD, #1 New York Times bestselling author “Drs. Love and Hovik will show you the science of your stress response, the impact on your mind and body, and practical steps to feel better and come through it stronger.” —Mark Hyman, MD, #1 New York Times bestselling author “Charming, poignant, and profound. In the midst of an unprecedented global crisis that the COVID pandemic is, readers will find the book full of deep insights and practical advice.” —Elkhonon Goldberg, PhD, Director, Luria Neuroscience Institute and Clinical Professor of Neurology, NYU Grossman School of Medicine

The Spook who Sat by the Door

“Jonah Berger is one of those rare thinkers who blends research-based insights with immensely practical guidance. I am grateful to be one of the many who have learned from this master teacher.” —Jim Collins, author Good to Great, coauthor Built to Last From the author of New York Times bestsellers Contagious and Invisible Influence comes a revolutionary approach to changing anyone’s mind. Everyone has something they want to change. Marketers want to change their customers’ minds and leaders want to change organizations. Start-ups want to change industries and nonprofits want to change the world. But change is hard. Often, we persuade and pressure and push, but nothing moves. Could there be a better way? This book takes a different approach. Successful change agents know it’s not about pushing harder, or providing more information, it’s about being a catalyst. Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, “How could I change someone’s mind?” they ask a different question: “Why haven’t they changed already? What’s stopping them?” The Catalyst identifies the key barriers to change and how to mitigate them. You’ll learn how catalysts change minds in the toughest of situations: how hostage negotiators get people to come out with their hands up and how marketers get new products to catch on, how leaders transform organizational culture and how activists ignite social movements, how substance abuse counselors get addicts to realize they have a problem, and how political canvassers change deeply rooted political beliefs. This book is designed for anyone who wants to catalyze change. It provides a powerful way of thinking and a range of techniques that can lead to extraordinary results. Whether you’re trying to change one person, transform an organization, or shift the way an entire industry does business, this book will teach you how to become a catalyst.

No One Belongs Here More Than You

A transformative blueprint of ancestral healing from the renowned herbalist, natural health expert, and healer of women’s bodies and souls “Just when I thought I was all alone, I found myself walking with a group of conscious women who were taking sacred steps and speaking sacred words. We were on our way to Queen Afua’s Global Sacred Woman Village. Come with us, there’s Maat—balance and order—there.” —Erykah Badu Through extraordinary meditations, affirmations, and

rituals rooted in ancient Egyptian temple teachings, Queen Afua teaches us how to love and rejoice in our bodies by spiritualizing the words we speak, the foods we eat, the spaces we live and work in, and the transcendent woman spirit we manifest. Sacred Woman gives us a program of spirit rejuvenation and creativity consciousness. Queen Afua summons us to enter the Gateways of Initiation, where she blesses us with the exact tools we need to bring our beings into true harmony with the earth and the cosmos. With love, wisdom, and passion, Queen Afua guides us to accept our mission and our mantle as Sacred Women—to heal ourselves, the generations of women in our families, our communities, and our world. Praise for Sacred Woman “Sacred Woman flings open the gates of understanding the feminine essence. It is the return of the soul force to women.”—Jewel Pookrum, MD, PhD (Sunut Arit) “Queen Afua is an extraordinary healer, teacher, mother, and keeper of our legacy. Through Sacred Woman, she has given us the sacred tools we need to live our lives in this new century.”—Hazelle Goodman, actress “Sacred Woman offers profound wisdom to all who seek healing and transformation. Queen Afua is a national treasure.”—Bob Law, author, radio personality, and vice president of WWRL

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