

## A Whole New Mind

A Beautiful Constraint Super Better Most Likely to Succeed To Sell Is Human The Age of Entitlement This Could Be Our Future Who Gets In and Why The Literary Mind Presentation Zen The New Mind Readers What Should I Do with My Life? Educating for Empathy Let Me Out Revolution in The Valley Your Inner Fish A Whole New Engineer: The Coming Revolution in Engineering Education The Adventures of Johnny Bunko Unthink A Whole New Mind Because Internet Play Mind Wide Open The Left Brain Speaks, the Right Brain Laughs The Right Brain and the Unconscious Wired to Care The Art of Reading Minds Drive A Whack on the Side of the Head Creative Change The New Mind of the South A Whole New Mind Free Agent Nation The 7 Dirty Words of the Free Agent Workforce Advanced Selling Strategies The Mind-Beauty Connection Reality Is Broken A Whole New Mind A Whole New Mind A Whole New Ballgame When: The Scientific Secrets of Perfect Timing

## A Beautiful Constraint

"Tony Wagner and venture capitalist Ted Dintersmith call for a complete overhaul of the function and focus of American schools, sharing insights and stories from the front lines, including profiles of successful students, teachers, parents, and business leaders. [The book proposes] a new vision of American education, one that puts wonder, creativity, and initiative at the very heart of the learning process and prepares students for today's economy"--

## SuperBetter

### Most Likely to Succeed

Educating for Empathy presents a compelling framework for thinking about the purpose and practice of literacy education in a politically polarized world. Mirra proposes a model of critical civic empathy that encourages secondary ELA teachers to consider how issues of power and inequity play out in the literacy classroom and how to envision literacy practices as a means of civic engagement. The book reviews core elements of ELA instruction—response to literature, classroom discussion, research, and digital literacy—and demonstrates how these activities can be adapted to foster critical thinking and empathetic perspectives among students. Chapters depict teachers and students engaging in this transformative learning, offer concrete strategies for the classroom, and pose questions to guide school communities in collaborative reflection. “If educators were to follow Mirra’s model, we will have come a long way toward educating and motivating young people to become involved, engaged, and caring citizens.” —Sonia Nieto, professor emerita, University of Massachusetts, Amherst “Grounded in respectful research partnerships with youth and teachers, this is a book that will resonate with and inspire educators in these precarious times.” —Gerald Campano, University of Pennsylvania “If ever there were a time for a book on empathy in education, the moment is now.” —Yolanda Sealey-Ruiz, Teachers College, Columbia

University

## **To Sell Is Human**

A psychological analysis based on the author's studies in play behavior reveals how play is essential to the development of social skills, problem-solving abilities, and creativity.

## **The Age of Entitlement**

“This book completely changed the way I think about creative innovation. . . . A must read” (Cal Newport, bestselling author of *Deep Work*). Business leaders say they want creativity and need real innovation in order to thrive. But according to startling research from management professor Jennifer Mueller, these same leaders chronically reject creative solutions, even as they profess commitment to innovation. Mueller’s research reveals that it’s not just CEOs but educators, parents, and other social trendsetters who struggle to accept new and creative ideas. Mueller parses the tough questions that these findings raise. Do we all have an inherent prejudice against creative ideas? Can we learn to outsmart this bias? *Creative Change* combines analysis of the latest research with practical guidance on how to shift your mindset, and offers a wealth of counterintuitive recommendations to help you embrace the creative ideas you want. “If we all crave creativity so much, why do we reject new ideas so often? Jen Mueller’s smart new book unravels this puzzle.” —Daniel H. Pink, New York Times–bestselling author of *When and Drive* “Mueller,

an accomplished scholar in the management field, has developed a well-formulated argument for creativity. Her ideas and research need to be available to academics, business practitioners, and, really, everyone." —Library Journal

### **This Could Be Our Future**

The instant New York Times Bestseller #1 Wall Street Journal Business Bestseller Instant Washington Post Bestseller "Brims with a surprising amount of insight and practical advice." --The Wall Street Journal Daniel H. Pink, the #1 bestselling author of *Drive* and *To Sell Is Human*, unlocks the scientific secrets to good timing to help you flourish at work, at school, and at home. Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of "when" decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork. Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science. Drawing on a rich trove of research from psychology, biology, and economics, Pink reveals how best to live, work, and succeed. How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically improve student test scores? How can we turn a stumbling beginning into a fresh start? Why should we avoid going to the hospital in the afternoon? Why is singing in time with other people as good for you as exercise? And what is the ideal time to quit a job, switch careers, or get

married? In *When*, Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer, more engaged lives.

### **Who Gets In and Why**

Neil Shubin, the paleontologist and professor of anatomy who co-discovered Tiktaalik, the “fish with hands,” tells the story of our bodies as you've never heard it before. The basis for the PBS series. By examining fossils and DNA, he shows us that our hands actually resemble fish fins, our heads are organized like long-extinct jawless fish, and major parts of our genomes look and function like those of worms and bacteria. *Your Inner Fish* makes us look at ourselves and our world in an illuminating new light. This is science writing at its finest—enlightening, accessible and told with irresistible enthusiasm.

### **The Literary Mind**

*A Revolution Is Coming. It Isn't What You Think.* This book tells the improbable stories of Franklin W. Olin College of Engineering, a small startup in Needham, Massachusetts, with aspirations to be a beacon to engineering education everywhere, and the iFoundry incubator at the University of Illinois, an unfunded pilot program with aspirations to change engineering at a large public university that wasn't particularly interested in changing. That either one survived is

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story enough, but what they found out together changes the course of education transformation forever: - How joy, trust, openness, and connection are the keys to unleashing young, courageous engineers.- How engineers educated in narrow technical terms with a fixed mindset need an education that actively engages six minds-analytical, design, people, linguistic, body, and mindful- using a growth mindset.- How emotion and culture are the crucial elements of change, not content, curriculum, and pedagogy.- How four technologies of trust are well established and widely available to promote more rapid academic change.- How all stakeholders can join together in a movement of open innovation to accelerate collaborative disruption of the status quo.Read this book and get a glimpse inside the coming revolution in engineering. Feel the engaging stories in this book and understand the depth of change that is coming. Use this book to help select, shape, demand, and create educational experiences aligned with the creative imperative of the twenty-first century.

### **Presentation Zen**

### **The New Mind Readers**

A major American intellectual and “one of the right’s most gifted and astute journalists” (The New York Times Book Review) makes the historical case that the reforms of the 1960s, reforms intended to make the nation more just and humane, left many

Americans feeling alienated, despised, misled—and ready to put an adventurer in the White House. Christopher Caldwell has spent years studying the liberal uprising of the 1960s and its unforeseen consequences and his conclusion is this: even the reforms that Americans love best have come with costs that are staggeringly high—in wealth, freedom, and social stability—and that have been spread unevenly among classes and generations. Caldwell reveals the real political turning points of the past half-century, taking you on a roller-coaster ride through Playboy magazine, affirmative action, CB radio, leveraged buyouts, iPhones, Oxycotin, Black Lives Matter, and internet cookies. In doing so, he shows that attempts to redress the injustices of the past have left Americans living under two different ideas of what it means to play by the rules. Essential, timely, hard to put down, *The Age of Entitlement* “is an eloquent and bracing book, full of insight” (New York magazine) about how the reforms of the past fifty years gave the country two incompatible political systems—and drove it toward conflict.

### **What Should I Do with My Life?**

The award-winning author of *The Beast: A Reckoning with Depression* challenges stereotypes and fallacies to reveal the true heart of the South today, explaining how traditions about adapting are responsible for key changes while assessing the influence of Latino immigrants throughout the past half century.

### **Educating for Empathy**

BRILLIANTLY EXPLORING TODAY'S CUTTING-EDGE BRAIN RESEARCH, MIND WIDE OPEN IS AN UNPRECEDENTED JOURNEY INTO THE ESSENCE OF HUMAN PERSONALITY, ALLOWING READERS TO UNDERSTAND THEMSELVES AND THE PEOPLE IN THEIR LIVES AS NEVER BEFORE. Using a mix of experiential reportage, personal storytelling, and fresh scientific discovery, Steven Johnson describes how the brain works -- its chemicals, structures, and subroutines -- and how these systems connect to the day-to-day realities of individual lives. For a hundred years, he says, many of us have assumed that the most powerful route to self-knowledge took the form of lying on a couch, talking about our childhoods. The possibility entertained in this book is that you can follow another path, in which learning about the brain's mechanics can widen one's self-awareness as powerfully as any therapy or meditation or drug. In *Mind Wide Open*, Johnson embarks on this path as his own test subject, participating in a battery of attention tests, learning to control video games by altering his brain waves, scanning his own brain with a \$2 million fMRI machine, all in search of a modern answer to the oldest of questions: who am I? Along the way, Johnson explores how we "read" other people, how the brain processes frightening events (and how we might rid ourselves of the scars those memories leave), what the neurochemistry is behind love and sex, what it means that our brains are teeming with powerful chemicals closely related to recreational drugs, why music moves us to tears, and where our breakthrough ideas come from. Johnson's clear, engaging explanation of the physical functions

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of the brain reveals not only the broad strokes of our aptitudes and fears, our skills and weaknesses and desires, but also the momentary brain phenomena that a whole human life comprises. Why, when hearing a tale of woe, do we sometimes smile inappropriately, even if we don't want to? Why are some of us so bad at remembering phone numbers but brilliant at recognizing faces? Why does depression make us feel stupid? To read *Mind Wide Open* is to rethink family histories, individual fates, and the very nature of the self, and to see that brain science is now personally transformative -- a valuable tool for better relationships and better living.

### **Let Me Out**

"From the first morning with their odd new teacher, fifth grade is full of shocking surprises for best friends Rip and Red"--

### **Revolution in The Valley**

New York Times Bestseller An exciting--and encouraging--exploration of creativity from the author of *When: The Scientific Secrets of Perfect Timing* The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers--creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute

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essentials for professional success and personal fulfillment--and reveals how to master them. A Whole New Mind takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.

### **Your Inner Fish**

A visionary game designer reveals how we can harness the power of games to boost global happiness. With 174 million gamers in the United States alone, we now live in a world where every generation will be a gamer generation. But why, Jane McGonigal asks, should games be used for escapist entertainment alone? In this groundbreaking book, she shows how we can leverage the power of games to fix what is wrong with the real world--from social problems like depression and obesity to global issues like poverty and climate change--and introduces us to cutting-edge games that are already changing the business, education, and nonprofit worlds. Written for gamers and non-gamers alike, Reality Is Broken shows that the future will belong to those who can understand, design, and play games. From the Trade Paperback edition.

### **A Whole New Engineer: The Coming Revolution in Engineering Education**

#1 New York Times Business Bestseller #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of Drive and A Whole New Mind comes a surprising--and surprisingly

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useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase. But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales. But so do the other eight. Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, we're all in sales now. *To Sell Is Human* offers a fresh look at the art and science of selling. As he did in *Drive* and *A Whole New Mind*, Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change how you see the world and transform what you do at work, at school, and at home.

### **The Adventures of Johnny Bunko**

From award-winning musician turned communications expert Peter Himmelman, science-based techniques

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and simple exercises to get unstuck and unlock your creative potential. Do you want to stop procrastinating? Would you love to be more creative? Is there an idea you've dreamt of making a reality? Whether it's learning ragtime piano, losing 30 pounds, or starting an organic jellybean company, Himmelman's unique, inspiring methods will give you the tools and confidence you need to harness your fear and take steps to make your goals a reality. Using practices mined from his years as a successful musician, Himmelman shows you how to open your mind and unite left AND right-brained thinking through powerful and deceptively easy exercises that will enable you to:

- Create more fearlessly, whether it's an ad campaign, a song, or a new business
- Communicate more effectively
- Finish projects that have stayed in the "bits and pieces" phase forever
- Make your ideas take shape in the real world

The perfect tool for anyone in a mental rut, *Let Me Out* will force you to stop listening to the negative thoughts that hold you back and achieve the professional and personal success you deserve. From the Hardcover edition.

### **Unthink**

A NEW YORK TIMES NOTABLE BOOK OF 2020 From award-winning higher education journalist and New York Times bestselling author Jeffrey Selingo comes a revealing look from inside the admissions office—one that identifies surprising strategies that will aid in the college search. Getting into a top-ranked college has never seemed more impossible, with acceptance

rates at some elite universities dipping into the single digits. In *Who Gets In and Why*, journalist and higher education expert Jeffrey Selingo dispels entrenched notions of how to compete and win at the admissions game, and reveals that teenagers and parents have much to gain by broadening their notion of what qualifies as a “good college.” Hint: it’s not all about the sticker on the car window. Selingo, who was embedded in three different admissions offices—a selective private university, a leading liberal arts college, and a flagship public campus—closely observed gatekeepers as they made their often agonizing and sometimes life-changing decisions. He also followed select students and their parents, and he traveled around the country meeting with high school counselors, marketers, behind-the-scenes consultants, and college rankers. While many have long believed that admissions is merit-based, rewarding the best students, *Who Gets In and Why* presents a more complicated truth, showing that “who gets in” is frequently more about the college’s agenda than the applicant. In a world where thousands of equally qualified students vie for a fixed number of spots at elite institutions, admissions officers often make split-second decisions based on a variety of factors—like diversity, money, and, ultimately, whether a student will enroll if accepted. One of the most insightful books ever about “getting in” and what higher education has become, *Who Gets In and Why* not only provides an usually intimate look at how admissions decisions get made, but guides prospective students on how to honestly assess their strengths and match with the schools that will best serve their interests.

### **A Whole New Mind**

The internationally bestselling guide to "mind-reading" by influencing those around you via non-verbal communication, from human psychology expert Henrik Fexeus. How would you like to know what the people around you are thinking? Do you want to network like a pro, persuade your boss to give you that promotion, and finally become the life of every party? Now, with Henrik Fexeus's expertise, you can. The Art of Reading Minds teaches you everything you need to know in order to become an expert at mind-reading. Using psychology-based skills such as non-verbal communication, reading body language, and using psychological influence, Fexeus explains how readers can find out what another person thinks and feels- and consequently control that person's thoughts and beliefs. Short, snappy chapters cover subjects such as contradictory signs and what they mean, how people flirt without even knowing it, benevolent methods of suggestion and undetectable influence, how to plant and trigger emotional states, and how to perform impressive mind-reading party tricks. Fexeus gives readers practical (and often fun) examples of how to effectively mind-read others and use this information, benevolently, both in personal and professional settings.

### **Because Internet**

AN INSTANT NEW YORK TIMES BESTSELLER!! Named a Best Book of 2019 by TIME, Amazon, and The Washington Post A Wired Must-Read Book of Summer

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"Gretchen McCulloch is the internet's favorite linguist, and this book is essential reading. Reading her work is like suddenly being able to see the matrix." --Jonny Sun, author of *Everyone's a Little Bit Weird* when you're a little bit weird

Because Internet is for anyone who's ever puzzled over how to punctuate a text message or wondered where memes come from. It's the perfect book for understanding how the internet is changing the English language, why that's a good thing, and what our online interactions reveal about who we are. Language is humanity's most spectacular open-source project, and the internet is making our language change faster and in more interesting ways than ever before. Internet conversations are structured by the shape of our apps and platforms, from the grammar of status updates to the protocols of comments and @replies. Linguistically inventive online communities spread new slang and jargon with dizzying speed. What's more, social media is a vast laboratory of unedited, unfiltered words where we can watch language evolve in real time. Even the most absurd-looking slang has genuine patterns behind it. Internet linguist Gretchen McCulloch explores the deep forces that shape human language and influence the way we communicate with one another. She explains how your first social internet experience influences whether you prefer "LOL" or "lol," why ~sparkly tildes~ succeeded where centuries of proposals for irony punctuation had failed, what emoji have in common with physical gestures, and how the artfully disarrayed language of animal memes like lolcats and doggo made them more likely to spread.

### Play

Praise for "Wired to Care" ""Wired to Care" will convince you that businesses succeed with their hearts as much as their heads. Dev Patnaik has given us just what we need for the lean years ahead."MALCOLM GLADWELL, author of "Outliers, Blink, " and" The Tipping Point" ""Wired to Care" describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic--and much more successful--business."CHIP HEATH, author of" Made to Stick" "Dev Patnaik's "Wired to Care" maps a path to innovation fueled by 'seeing the world with new eyes.' On numerous occasions, Dev and his colleagues at Jump helped us break through to those most critical insights."BETH COMSTOCK, Chief Marketing Officer, GE ""Wired to Care" offers a roadmap to success paved with empathy. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care."ROBYN WATERS, former VP of Trend, Target Stores, and author of "The Hummer and the Mini" Blurring the Line Between Inside and Out What's the critical difference between Nike and every other shoe company on the planet? Why do some airline executives continue to insist that air travel is great, when we all know better? What has enabled Zildjian, a family business founded outside Istanbul, to thrive for almost 400 years? In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds

prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how empathy can give you the acuity to cut through a morass of contradictory information. "Wired to Care "is a compelling tale of the power that people have to see the world through each other's eyes, told with passion for the possibilities that lie ahead if leaders learn to stop worrying about their own problems and start caring about the world around them. As Patnaik notes, in addition to its considerable economic benefits, increasing empathy for the people you serve can have a personal impact, as well: It just might help you to have a better day at work.

### **Mind Wide Open**

In *The Left Brain Speaks, but the Right Brain Laughs*, physicist Ransom Stephens explains the interesting and often amusing tale of how the human brain works. Using understandable metaphors and easy to follow language, Stephens gives readers of any scientific level an introduction to neuroscience and shows them how things like creativity, skill, and even perception of self can grow and change by utilizing the body's most important muscle. Fans of Bill Nye and Neil deGrasse Tyson will love Stephens' down to earth attitude and those interested in science will appreciate his thoughtful explanations of scientific terms. *The Left Brain Speaks, but the Right Brain Laughs* is the perfect gift for anyone who wants to know what's going on inside their head and how they can use that knowledge to make themselves the best humans they can be.

### **The Left Brain Speaks, the Right Brain Laughs**

An innovative career handbook in manga form demonstrates the six core principles of finding, keeping, and achieving success in satisfying work through the fable of Johnny Bunko, a young college graduate who lands his first job in the parachute company Boggs Corp. Original.

### **The Right Brain and the Unconscious**

Uses the two sides of the human brain as a metaphor for understanding how the information age came about throughout the course of the past generation,

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counseling readers on how to survive and find a place in a society that is marked by rising affluence, job outsourcing, and computer technology at the expense of inventiveness, empathy, and meaning. Reprint.

### **Wired to Care**

Identifies a link between stress and aging, counseling readers on avoiding and reversing stress-related skin damage, assessing one's individual needs, and pursuing financially viable treatments. 100,000 first printing.

### **The Art of Reading Minds**

Describes the development of the Apple Macintosh through a variety of anecdotes, photographs, and sketches.

### **Drive**

“Brimming with stories of sacrifice, courage, commitment and, sometimes, failure, the book will support anyone pondering a major life choice or risk without force-feeding them pat solutions.”—Publishers Weekly In *What Should I Do with My Life?* Po Bronson tells the inspirational true stories of people who have found the most meaningful answers to that great question. With humor, empathy, and insight, Bronson writes of remarkable individuals—from young to old, from those just starting out to those in a second career—who have overcome fear and confusion to find a larger truth about their lives and, in doing so,

have been transformed by the experience. What Should I Do with My Life? struck a powerful, resonant chord on publication, causing a multitude of people to rethink their vocations and priorities and start on the path to finding their true place in the world. For this edition, Bronson has added nine new profiles, to further reflect the range and diversity of those who broke away from the chorus to learn the sound of their own voice.

### **A Whack on the Side of the Head**

A vision for building a society that looks beyond money and toward maximizing the values that make life worth living, from the cofounder of Kickstarter. Western society is trapped by three assumptions: 1) That the point of life is to maximize your self-interest and wealth, 2) That we're individuals trapped in an adversarial world, and 3) That this is natural and inevitable. These ideas separate us, keep us powerless, and limit our imagination for the future. It's time we replace them with something new. This Could Be Our Future is about how we got here, and how we change course. While the pursuit of wealth has produced innovation and prosperity, it also established an implicit belief that the right choice in every decision is whichever option makes the most money. The answer isn't to get rid of money; it's to expand our concept of value. By assigning rational value to other values besides money--things like community, purpose, and sustainability--we can refocus our energies to build a society that's generous, fair, and ready for the future. By

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recalibrating our definition of value, a world of scarcity can become a world of abundance. Hopeful but firmly grounded, full of concrete solutions and bursting with creativity, *This Could Be Our Future* brilliantly dissects the world we live in and shows us a road map to the world we are capable of making.

### **Creative Change**

Shares advice on how to rise above daily routines to apply creativity in all aspects of life, building on a perspective that art is reflected by the effects of one's ideas and can inspire both personal and professional goals.

### **The New Mind of the South**

Offering winning techniques for spectacular sales results, the creator of *The Psychology of Selling* shows readers how to conquer fears, read customers, plan strategically, focus efforts on key emotional elements, and close every sale. 30,000 first printing.

### **A Whole New Mind**

From the #1 New York Times-bestselling author of *Drive* and *A Whole New Mind*, a short guide to what not to say when you're trying to attract talent. In the new economy, everyone is a free agent. That can be a headache for managers—or it can be an opportunity. In this concise manifesto, Daniel Pink, author of *Free Agent Nation*, equips business leaders with a simple, provocative, and powerful strategy for winning talent

wars. By eliminating seven words from their business vocabulary—by banishing the terms that make talented people’s skin crawl and the best employees head for the exits—they can attract and inspire the new economy’s superstars. Spirited and often hilarious, this mini-essay is important reading for every manager in America.

### **Free Agent Nation**

An innovative guide to living gamefully, based on the program that has already helped nearly half a million people achieve remarkable personal growth In 2009, internationally renowned game designer Jane McGonigal suffered a severe concussion. Unable to think clearly or work or even get out of bed, she became anxious and depressed, even suicidal. But rather than let herself sink further, she decided to get better by doing what she does best: she turned her recovery process into a resilience-building game. What started as a simple motivational exercise quickly became a set of rules for “post-traumatic growth” that she shared on her blog. These rules led to a digital game and a major research study with the National Institutes of Health. Today nearly half a million people have played SuperBetter to get stronger, happier, and healthier. But the life-changing ideas behind SuperBetter are much bigger than just one game. In this book, McGonigal reveals a decade’s worth of scientific research into the ways all games—including videogames, sports, and puzzles—change how we respond to stress, challenge, and pain. She explains how we can cultivate new

powers of recovery and resilience in everyday life simply by adopting a more “gameful” mind-set. Being gameful means bringing the same psychological strengths we naturally display when we play games—such as optimism, creativity, courage, and determination—to real-world goals. Drawing on hundreds of studies, McGonigal shows that getting superbetter is as simple as tapping into the three core psychological strengths that games help you build:

- Your ability to control your attention, and therefore your thoughts and feelings
- Your power to turn anyone into a potential ally, and to strengthen your existing relationships
- Your natural capacity to motivate yourself and super-charge your heroic qualities, like willpower, compassion, and determination

SuperBetter contains nearly 100 playful challenges anyone can undertake in order to build these gameful strengths. It includes stories and data from people who have used the SuperBetter method to get stronger in the face of illness, injury, and other major setbacks, as well as to achieve goals like losing weight, running a marathon, and finding a new job. As inspiring as it is down to earth, and grounded in rigorous research, SuperBetter is a proven game plan for a better life. You’ll never say that something is “just a game” again. From the Hardcover edition.

### **The 7 Dirty Words of the Free Agent Workforce**

A revealing insider's account of the power—and limitations—of functional MRI The ability to read minds has long been a fascination of science fiction,

but revolutionary new brain-imaging methods are bringing it closer to scientific reality. The New Mind Readers looks at the origins, development, and future of these extraordinary tools, revealing how they are increasingly being used to decode our thoughts and experiences—and how this raises sometimes troubling questions about their application in domains such as marketing, politics, and the law. Written by one of the world's leading pioneers in cognitive neuroscience, this book offers needed perspective on what these emerging methods can and cannot do, and demonstrates how they can provide answers to age-old questions about the nature of consciousness and what it means to be human.

### **Advanced Selling Strategies**

Widely acclaimed for its engaging style and provocative perspective, this book has helped thousands transform their working lives. Now including a 30-page resource guide that explains the basics of working for oneself. It's about fulfillment. A revolution is sweeping America. On its front lines are people fed up with unfulfilling jobs, dysfunctional workplaces, and dead-end careers. Meet today's new economic icon: the free agent—men and women who are working for themselves. And meet your future. It's about freedom. Free agents are the marketing consultant down the street, the home-based "mompreneur," the footloose technology contractor. Already 30 million strong, these 21st-century pioneers are creating lives with more meaning—and often more money. Free Agent Nation is your ticket to this world.

It's about time. Now, you can discover: The kind of free agent you can be—"soloist," "temp," or "microbusiness"—and how to launch your new career. How to get the perks you once received from your boss: health insurance, office space, training, workplace togetherness, even water cooler gossip. Why the free agent economy is increasingly a woman's world—and how women are flourishing in it. The transformation of retirement—how older workers are creating successful new businesses (and whole new lives) through the Internet.

### **The Mind-Beauty Connection**

An inspiring yet practical guide for transforming limitations into opportunities *A Beautiful Constraint: How to Transform Your Limitations Into Advantages And Why It's Everyone's Business Now* is a book about everyday, practical inventiveness, designed for the constrained times in which we live. It describes how to take the kinds of issues that all of us face today—lack of time, money, resources, attention, know-how—and see in them the opportunity for transformation of oneself and one's organization's fortunes. The ideas in the book are based on the authors' extensive work as business consultants, and are brought to life in 35 personal interviews from such varied sources as Nike, IKEA, Unilever, the U.S. Navy, Formula One racecar engineers, public school teachers in California, and barley farmers in South Africa. Underpinned by scientific research into the psychology of breakthrough, the book is a practical handbook full of tools and tips for how to make more

from less. Beautifully designed and accessible, *A Beautiful Constraint* will appeal beyond its core business audience to anyone who needs to find the opportunity in constraint. The book takes the reader on a journey through the mindset, method and motivation required to move from the initial "victim" stage into the transformation stage. It challenges us to: Examine how we've become path dependent—stuck with routines that blind us from seeing opportunity along new paths Ask Propelling Questions to help us break free of those paths and put the most pressing and valuable constraints at the heart of our process Adopt a Can If mentality to answer these questions—focused on "how," not "if" Access the abundance to be found all around us to help transform constraints Activate the high-octane mix of emotions necessary to fuel the tenacity required for success We live in a world of seemingly ever-increasing constraints, driven as much by an overabundance of choices and connections as by a scarcity of time and resources. How we respond to these constraints is one of the most important issues of our time and will be a large determinant of our progress as people, businesses and planet, in the future. *A Beautiful Constraint* calls for a more widespread capability for constraint-driven problem solving and provides the framework to achieve that.

### **Reality Is Broken**

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site

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

### **A Whole New Mind**

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Turner argues that story, projection, and parable precede grammar, that language follows from these mental capacities as a consequence. Language, he concludes, is the child of the literary mind

### **A Whole New Ballgame**

New York Times Bestseller An exciting--and encouraging--exploration of creativity from the author of *When: The Scientific Secrets of Perfect Timing* The future belongs to a different kind of person with a

different kind of mind: artists, inventors, storytellers—creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment—and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.

### **When: The Scientific Secrets of Perfect Timing**

The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of *When: The Scientific Secrets of Perfect Timing* Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He

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examines the three elements of true motivation—autonomy, mastery, and purpose-and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

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