

The Elephant In The Brain Hidden Motives In Everyday Life

How the Elephant Got Its TrunkThe Happiness HypothesisThe Elephant in the ClassroomThe Elephant ScientistThe Shadow ElephantThe ALL NEW Don't Think of an Elephant!Elephant Sense and SensibilityDementiaThink Better: An Innovator's Guide to Productive ThinkingBeyond the BrainTo the Elephant GraveyardHanging with the ElephantDoctor Tandy's First Guide to Life Extension and TranshumanityHardball for WomenThe Elephant in the RoomThe Ant and the ElephantThe Age of EmElephants on the EdgeThe Elephant in the BrainElephant in the RoomThe Elephant's GirlThe Art Puzzle BookSurrounded by PsychopathsDon't Think of an Elephant!An Elephant in My KitchenDealing with the Elephant in the RoomThe Elephant in the OfficeDecodedBeyond WordsThe Berlin ProjectElephant CompanyThe Executive and the ElephantThe Elephant in the BrainThe Elephant in the RoomThe Ant and the ElephantThe Elephant in the BrainThe Unfair AdvantageBeating Boredom as the Secret to Managing ADHDSwitchData Feminism

How the Elephant Got Its Trunk

A magical adventure about a girl with a mysterious connection with the elephant who saved her life, for fans of Katherine Applegate and Jennifer Holm. An elephant never forgets, but Lexington Willow can't remember what happened before a tornado swept her away when she was a toddler. All she knows is that it landed her near an enclosure in a Nebraska zoo; and there an elephant named Nyah protected her from the storm. With no trace of her birth family, Lex grew up at the zoo with Nyah and her elephant family; her foster father, Roger; her best friend, Fisher; and the wind whispering in her ear. Now that she's twelve, Lex is finally old enough to help with the elephants. But during their first training session, Nyah sends her a telepathic image of the woods outside the zoo. Despite the wind's protests, Lex decides to investigate Nyah's message and gets wrapped up in an adventure involving ghosts, lost treasure, and a puzzle that might be the key to finding her family. As she hunts for answers, Lex must summon the courage to leave the secure borders of her zoo to discover who she really is--and why the tornado brought her here all those years ago.

The Happiness Hypothesis

Many creatures are helped when two animals refuse to conform to the laws of the jungle.

The Elephant in the Classroom

"J.H. "Billy" Williams always had an affinity for animals. So, when he responded to job offer with the East India Company to

work with logging elephants his family wasn't surprised, though worried that he had already come back from World War I in one piece, would he be so lucky with India? Not only did he find his calling with the elephants in India, Billy and his elephants became war heroes. At the onset of World War II, Williams formed Elephant Company and was instrumental in defeating the Japanese in Burma and saving refugees, including on his own "Hannibal Trek." Billy Williams became a media sensation during the war, telling reporters that the elephants did more for him than he was ever able to do for them, but his story has since been forgotten. Part biography, part war story, and part wildlife adventure, Croke delivers an utterly charming narrative and an important, little-known piece of the legacy of World War II"--

The Elephant Scientist

15 million adults in England alone struggle with maths, why is this and how can teachers and parents change that with the next generation? This is a practical explanation of what has gone wrong and a positive approach to improving how students of all abilities can learn mathematics.

The Shadow Elephant

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, R&D managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'why' behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout

The ALL NEW Don't Think of an Elephant!

#1 internationally bestselling author Thomas Erikson shows readers how to identify and avoid the psychopaths around them. Charming, charismatic, and delightful or manipulative, self-serving, and cunning? Psychopaths are both and that's

exactly what makes them dangerous. Bestselling author of the international phenomenon *Surrounded by Idiots*, Thomas Erikson reveals how to identify the psychopaths in your life and combat their efforts to control and manipulate. Using the same simple four-color system of behavior classification that made *Surrounded by Idiots* so popular, *Surrounded by Psychopaths* teaches readers how to deal with psychopaths in their lives by becoming aware of their own behavior and their weaknesses. Vivid example stories illustrate ways that psychopaths can take advantage of various behavior types, helping readers identify their own weaknesses and be proactive about protecting themselves. Erikson outlines some of the most common forms of manipulation used by psychopaths—and others—to influence those around them. Since manipulation can often be a feature of ordinary, non-psychopathic relationships, the book also includes practical methods and techniques to help readers confront controlling people and rehabilitate negative relationships into mutually respectful ones. By understanding your behavior as well as the tendencies and strategies of psychopaths, *Surrounded by Psychopaths* will teach you to protect yourself from manipulative influence in your workplace, social life, and family.

Elephant Sense and Sensibility

ONE OF NPR'S BEST BOOKS OF 2019 A "warm and funny and honest...genuinely unputdownable" (Curtis Sittenfeld) memoir chronicling what it's like to live in today's world as a fat man, from acclaimed journalist Tommy Tomlinson, who, as he neared the age of fifty, weighed 460 pounds and decided he had to change his life. When he was almost fifty years old, Tommy Tomlinson weighed an astonishing—and dangerous—460 pounds, at risk for heart disease, diabetes, and stroke, unable to climb a flight of stairs without having to catch his breath, or travel on an airplane without buying two seats. Raised in a family that loved food, he had been aware of the problem for years, seeing doctors and trying diets from the time he was a preteen. But nothing worked, and every time he tried to make a change, it didn't go the way he planned—in fact, he wasn't sure that he really wanted to change. In *The Elephant in the Room*, Tomlinson chronicles his lifelong battle with weight in a voice that combines the urgency of Roxane Gay's *Hunger* with the intimacy of Rick Bragg's *All Over but the Shoutin'*. He also hits the road to meet other members of the plus-sized tribe in an attempt to understand how, as a nation, we got to this point. From buying a Fitbit and setting exercise goals to contemplating the Heart Attack Grill in Las Vegas, America's "capital of food porn," and modifying his own diet, Tomlinson brings us along on a candid and sometimes brutal look at the everyday experience of being constantly aware of your size. Over the course of the book, he confronts these issues head-on and chronicles the practical steps he has to take to lose weight by the end. "What could have been a wallow in memoir self-pity is raised to art by Tomlinson's wit and prose" (Rolling Stone). Affecting and searingly honest, *The Elephant in the Room* is an "inspirational" (The New York Times) memoir that will resonate with anyone who has grappled with addiction, shame, or self-consciousness. "Add this to your reading list ASAP" (Charlotte Magazine).

Dementia

“At times sad and at times heartwarming . . . Helps us to understand not only elephants, but all animals, including ourselves” (Peter Singer, author of *Animal Liberation*). Drawing on accounts from India to Africa and California to Tennessee, and on research in neuroscience, psychology, and animal behavior, G. A. Bradshaw explores the minds, emotions, and lives of elephants. Wars, starvation, mass culls, poaching, and habitat loss have reduced elephant numbers from more than ten million to a few hundred thousand, leaving orphans bereft of the elders who would normally mentor them. As a consequence, traumatized elephants have become aggressive against people, other animals, and even one another; their behavior is comparable to that of humans who have experienced genocide, other types of violence, and social collapse. By exploring the elephant mind and experience in the wild and in captivity, Bradshaw bears witness to the breakdown of ancient elephant cultures. But, she reminds us, all is not lost. People are working to save elephants by rescuing orphaned infants and rehabilitating adult zoo and circus elephants, using the same principles psychologists apply in treating humans who have survived trauma. Bradshaw urges us to support these and other models of elephant recovery and to solve pressing social and environmental crises affecting all animals—humans included. “This book opens the door into the soul of the elephant. It will really make you think about our relationship with other animals.” —Temple Grandin, author of *Animals in Translation*

Think Better: An Innovator's Guide to Productive Thinking

Human beings are primates, and primates are political animals. Our brains, therefore, are designed not just to hunt and gather, but also to help us get ahead socially, often via deception and self-deception. But while we may be self-interested schemers, we benefit by pretending otherwise. The less we know about our own ugly motives, the better - and thus we don't like to talk or even think about the extent of our selfishness. This is "the elephant in the brain." Such an introspective taboo makes it hard for us to think clearly about our nature and the explanations for our behavior. The aim of this book, then, is to confront our hidden motives directly - to track down the darker, unexamined corners of our psyches and blast them with floodlights. Then, once everything is clearly visible, we can work to better understand ourselves: Why do we laugh? Why are artists sexy? Why do we brag about travel? Why do we prefer to speak rather than listen? Our unconscious motives drive more than just our private behavior; they also infect our venerated social institutions such as Art, School, Charity, Medicine, Politics, and Religion. In fact, these institutions are in many ways designed to accommodate our hidden motives, to serve covert agendas alongside their "official" ones. The existence of big hidden motives can upend the usual political debates, leading one to question the legitimacy of these social institutions, and of standard policies designed to favor or discourage them. You won't see yourself - or the world - the same after confronting the elephant in the brain.

Beyond the Brain

In a world where we usually measure animals by human standards, prize-winning author and MacArthur Fellow Carl Safina takes us inside their lives and minds, witnessing their profound capacity for perception, thought and emotion, showing why the word "it" is often inappropriate as we discover who they really are. Weaving decades of observations of actual families of free-living creatures with new discoveries about brain functioning, Carl Safina's narrative breaches many commonly held boundaries between humans and other animals. In *Beyond Words*, readers travel the wilds of Africa to visit some of the last great elephant gatherings, then follow wolves of Yellowstone National Park sort out the aftermath of their personal tragedy, then plunge into the astonishingly peaceful society of killer whales living in waters of the Pacific Northwest. We spend quality time, too, with dogs and falcons and ravens; and consider how the human mind originated. In his wise and passionate new book, Safina delivers a graceful examination of how animals truly think and feel, which calls to question what really does—and what should—make us human.

To the Elephant Graveyard

Describes the work and observations of American scientist Caitlin O'Connell during her studies of the African elephant in Etosha National Park in Namibia.

Hanging with the Elephant

Robots may one day rule the world, but what is a robot-ruled Earth like? Many think the first truly smart robots will be brain emulations or ems. Scan a human brain, then run a model with the same connections on a fast computer, and you have a robot brain, but recognizably human. Train an em to do some job and copy it a million times: an army of workers is at your disposal. When they can be made cheaply, within perhaps a century, ems will displace humans in most jobs. In this new economic era, the world economy may double in size every few weeks. Some say we can't know the future, especially following such a disruptive new technology, but Professor Robin Hanson sets out to prove them wrong. Applying decades of expertise in physics, computer science, and economics, he uses standard theories to paint a detailed picture of a world dominated by ems. While human lives don't change greatly in the em era, em lives are as different from ours as our lives are from those of our farmer and forager ancestors. Ems make us question common assumptions of moral progress, because they reject many of the values we hold dear. Read about em mind speeds, body sizes, job training and career paths, energy use and cooling infrastructure, virtual reality, aging and retirement, death and immortality, security, wealth inequality, religion, teleportation, identity, cities, politics, law, war, status, friendship and love. This book shows you just how strange your descendants may be, though ems are no stranger than we would appear to our ancestors. To most ems, it seems good to be an em.

Doctor Tandy's First Guide to Life Extension and Transhumanity

On India's northeast frontier, a killer elephant is on the rampage, stalking Assam's paddy fields and murdering dozens of farmers. Local forestry officials, powerless to stop the elephant, call in one of India's last licensed elephant hunters and issue a warrant for the rogue's destruction. Reading about the ensuing hunt in a Delhi newspaper, journalist Tarquin Hall flies to Assam to investigate. *To the Elephant Graveyard* is the compelling account of the search for a killer elephant in the northeast corner of India, and a vivid portrait of the Khasi tribe, who live intimately with the elephants. Though it seems a world of peaceful coexistence between man and beast, Hall begins to see that the elephants are suffering, having lost their natural habitat to the destruction of the forests and modernization. Hungry, confused, and with little forest left to hide in, herds of elephants are slowly adapting to domestication, but many are resolute and furious. Often spellbinding with excitement, like "a page-turning detective tale" (Publishers Weekly), *To the Elephant Graveyard* is also intimate and moving, as Hall magnificently takes us on a journey to a place whose ancient ways are fast disappearing with the ever-shrinking forest.

Hardball for Women

THINK YOU KNOW BOSCH FROM BOTTICELLI? MONDRIAN FROM MIRO? THINK AGAIN Turn art history on its head by testing your brainpower and perception on some of the world's most iconic paintings. Journey from ancient Egypt to 1980s New York solving riddles, discovering hidden secrets and challenging your general knowledge. Esteemed art historian Susie Hodge and leading brain trainer Dr Gareth Moore introduce you to 36 iconic pieces of art – including Botticelli's *Primavera*, Van Gogh's *The Starry Night* and Picasso's *Guernica*. For each painting, they reveal fascinating facts about the work and artist (and give clues on what to look for), before challenging you to decipher the art for yourself through carefully crafted questions. Look at art in new ways as you: Decode the hieroglyphs from the Book of the Dead Find new symbols in *The Arnolfini Portrait* Solve riddles based on *The Garden of Earthly Delights* Navigate M.C. Escher's gravity-defying staircases Reassemble the Mondrian With over 300 questions, *The Art Puzzle Book* is designed to entertain and perplex, whether you're an art novice or an art connoisseur. Featuring artworks by Botticelli, Hieronymus Bosch, Michelangelo, Caravaggio, Artemisia Gentileschi, Diego Velazquez, Johannes Vermeer, Francisco de Goya, Hiroshige, Claude Monet, Vincent van Gogh, Sonia Delaunay, Joan Miro, Piet Mondrian, Pablo Picasso, Salvador Dali, Frida Kahlo, M.C. Escher, Jean-Michel Basquiat, Keith Haring and more.

The Elephant in the Room

Human beings are primates, and primates are political animals. Our brains, therefore, are designed not just to hunt and

gather, but also to help us get ahead socially, often via deception and self-deception. But while we may be self-interested schemers, we benefit by pretending otherwise. The less we know about our own ugly motives, the better - and thus we don't like to talk or even think about the extent of our selfishness. This is "the elephant in the brain." Such an introspective taboo makes it hard for us to think clearly about our nature and the explanations for our behavior. The aim of this book, then, is to confront our hidden motives directly - to track down the darker, unexamined corners of our psyches and blast them with floodlights. Then, once everything is clearly visible, we can work to better understand ourselves: Why do we laugh? Why are artists sexy? Why do we brag about travel? Why do we prefer to speak rather than listen? Our unconscious motives drive more than just our private behavior; they also infect our venerated social institutions such as Art, School, Charity, Medicine, Politics, and Religion. In fact, these institutions are in many ways designed to accommodate our hidden motives, to serve covert agendas alongside their "official" ones. The existence of big hidden motives can upend the usual political debates, leading one to question the legitimacy of these social institutions, and of standard policies designed to favor or discourage them. You won't see yourself - or the world - the same after confronting the elephant in the brain.

The Ant and the Elephant

Elephant's child never stops asking questions. And when he asks what Crocodile eats for dinner, he gets a big surprise!

The Age of Em

The bestselling author of *The Righteous Mind* and *The Coddling of the American Mind* draws on philosophical wisdom and scientific research to show how the meaningful life is closer than you think *The Happiness Hypothesis* is a book about ten Great Ideas. Each chapter is an attempt to savor one idea that has been discovered by several of the world's civilizations -- to question it in light of what we now know from scientific research, and to extract from it the lessons that still apply to our modern lives and illuminate the causes of human flourishing. Award-winning psychologist Jonathan Haidt, the author of *The Righteous Mind* and *The Coddling of the American Mind*, shows how a deeper understanding of the world's philosophical wisdom and its enduring maxims -- like "do unto others as you would have others do unto you," or "what doesn't kill you makes you stronger" -- can enrich and even transform our lives.

Elephants on the Edge

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional

mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

The Elephant in the Brain

Don't Think of An Elephant is the antidote to decades of conservative strategising and the right's stranglehold on political dialogue. More specifically, it is the definitive handbook for understanding and communicating effectively about key social and political issues. George Lakoff explains in detail exactly how the right has managed to co-opt traditional values in order to popularise its political agenda. He also provides examples of how the centre-left can address the community's core values and re-frame political debate to establish a civil discourse that reinforces progressive positions. *Don't Think of An Elephant* provides a compelling linguistic analysis of political campaigning. But, more importantly, it demonstrates that real political values and ideas must provide the foundation for political progress by the centre-left.

Elephant in the Room

A gentle story about sadness showing that sometimes all you need to feel better is the openness of someone who accepts you as you are.

The Elephant's Girl

Boredom and boredom avoidance drive the behaviours of inattention, impulsivity, and hyperactivity - the diagnostic criteria of ADHD. This is the first ADHD resource to thoroughly explore the connection between the two. Full of innovative approaches, the book introduces a wide range of strategies for professionals working in clinical, educational and therapeutic settings to help those with ADHD beat boredom and engage with tasks and goals they want or need to achieve. Approaches

specifically designed for toddlers, children, teenagers and adults are included, which can then be incorporated into schoolwork, jobs, relationships and everyday life. This practical resource will provide professionals who diagnose, treat, coach, and teach those with ADHD or those who suffer from frequent or pervasive boredom, with the tools to alleviate boredom in order to improve both concentration and mood.

The Art Puzzle Book

A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Today, data science is a form of power. It has been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In *Data Feminism*, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an understanding of emotion can expand our ideas about effective data visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” *Data Feminism* offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the growing field of data science. But *Data Feminism* is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

Surrounded by Psychopaths

Human beings are primates, and primates are political animals. Our brains, therefore, are designed not just to hunt and gather, but also to help us get ahead socially, often via deception and self-deception. But while we may be self-interested schemers, we benefit by pretending otherwise. The less we know about our own ugly motives, the better - and thus we don't like to talk or even think about the extent of our selfishness. This is "the elephant in the brain." Such an introspective taboo makes it hard for us to think clearly about our nature and the explanations for our behavior. The aim of this book, then, is to confront our hidden motives directly - to track down the darker, unexamined corners of our psyches and blast them with floodlights. Then, once everything is clearly visible, we can work to better understand ourselves: Why do we laugh? Why are artists sexy? Why do we brag about travel? Why do we prefer to speak rather than listen? Our unconscious motives drive more than just our private behavior; they also infect our venerated social institutions such as Art, School,

Charity, Medicine, Politics, and Religion. In fact, these institutions are in many ways designed to accommodate our hidden motives, to serve covert agendas alongside their "official" ones. The existence of big hidden motives can upend the usual political debates, leading one to question the legitimacy of these social institutions, and of standard policies designed to favor or discourage them. You won't see yourself - or the world - the same after confronting the elephant in the brain.

Don't Think of an Elephant!

THE INTERNATIONAL BESTSELLER "Malby-Anthony offers a book of great inspiration and wide appeal to nature-loving readers." —Publishers Weekly A heart-warming sequel to the international bestseller *The Elephant Whisperer*, by Lawrence Anthony's wife Françoise Malby-Anthony. A chic Parisienne, Françoise never expected to find herself living on a South African game reserve. But then she fell in love with conservationist Lawrence Anthony and everything changed. After Lawrence's death, Françoise faced the daunting responsibility of running Thula Thula without him. Poachers attacked their rhinos, their security team wouldn't take orders from a woman and the authorities were threatening to cull their beloved elephant family. On top of that, the herd's feisty new matriarch Frankie didn't like her. In this heart-warming and moving book, Françoise describes how she fought to protect the herd and to make her dream of building a wildlife rescue center a reality. She found herself caring for a lost baby elephant who turned up at her house, and offering refuge to traumatized orphaned rhinos, and a hippo called Charlie who was scared of water. As she learned to trust herself, she discovered she'd had Frankie wrong all along. Filled with extraordinary animals and the humans who dedicate their lives to saving them, *An Elephant in My Kitchen* is a captivating and gripping read.

An Elephant in My Kitchen

A systematic look at how relationships determine the success of leaders and their enterprises, along with tools to help strengthen and change them Since time immemorial, relationships have determined the fate of leaders. But today they are more critical to success than ever. No longer can leaders count on long time horizons or sloppy competition to make up for the inefficiencies that poor relationships create. Leaders must make decisions and take actions quickly and well with others, even those with whom they share very little?perhaps not even a time zone. This new world puts relationships at the center of what leaders must understand and master to succeed. Uses in-depth observational studies and clinical research to explore how relationships at the top of organizations work, develop, and change Shows how to understand, strengthen, and transform these relationships, so they can withstand the most intense pressures and conflicts This important book features a Foreword by Peter Senge, author of *The Fifth Discipline*.

Dealing with the Elephant in the Room

When a chimpanzee stockpiles rocks as weapons or when a frog sends out mating calls, we might easily assume these animals know their own motivations--that they use the same psychological mechanisms that we do. But as *Beyond the Brain* indicates, this is a dangerous assumption because animals have different evolutionary trajectories, ecological niches, and physical attributes. How do these differences influence animal thinking and behavior? Removing our human-centered spectacles, Louise Barrett investigates the mind and brain and offers an alternative approach for understanding animal and human cognition. Drawing on examples from animal behavior, comparative psychology, robotics, artificial life, developmental psychology, and cognitive science, Barrett provides remarkable new insights into how animals and humans depend on their bodies and environment--not just their brains--to behave intelligently. Barrett begins with an overview of human cognitive adaptations and how these color our views of other species, brains, and minds. Considering when it is worth having a big brain--or indeed having a brain at all--she investigates exactly what brains are good at. Showing that the brain's evolutionary function guides action in the world, she looks at how physical structure contributes to cognitive processes, and she demonstrates how these processes employ materials and resources in specific environments. Arguing that thinking and behavior constitute a property of the whole organism, not just the brain, *Beyond the Brain* illustrates how the body, brain, and cognition are tied to the wider world.

The Elephant in the Office

Dementia: mind, meaning, and the person brings together philosophers and psychiatrists to explore the conceptual issues raised by this increasingly common illness. Drawing on a variety of philosophers, the authors explore the nature of personal identity in dementia. They show how the lives and selfhood of people with dementia can be enhanced by attention to their psychosocial and spiritual environment. Accessibly written by leading figures in psychiatry and philosophy, the book presents a unique and long overdue examination of an illness that features in so many of our lives.

Decoded

The bestselling guide fully updated for the post-Lean In era *Hardball for Women* has shown women how to get ahead in the business world. Whether the arena is a law firm, a medical group, a tech company, or any other work environment, *Hardball for Women* decodes male business culture and shows women how to break patterns of behavior that put them at a disadvantage. It explains how to get results when you "lean in" without being thrown off balance. Illustrated with real-life examples *Hardball for Women* teaches women how to: Successfully navigate middle management to become a leader in your field Be assertive without being obnoxious Display confidence Engage in smart self-promotion Lead both men and women?and recognize the differences between them Use "power talk" language to your advantage

Beyond Words

New York Times bestselling author Gregory Benford creates an alternate history about the creation of the atomic bomb that explores what could have happened if the bomb was ready to be used by June 6, 1944. Karl Cohen, a chemist and mathematician who is part of The Manhattan Project team, has discovered an alternate solution for creating the uranium isotope needed to cause a chain reaction: U-235. After convincing General Groves of his new method, Cohen and his team of scientists work at Oak Ridge preparing to have a nuclear bomb ready to drop by the summer of 1944 in an effort to stop the war on the western front. What ensues is an altered account of World War II in this taut thriller. Combining fascinating science with intimate and true accounts of several members of The Manhattan Project, *The Berlin Project* is an astounding novel that reimagines history and what could have happened if the atom bomb was ready in time to stop Hitler from killing millions of people.

The Berlin Project

Most people want to avoid tough conversations. Whether it's with a spouse, a friend, a boss, a coworker, or a child, tough conversations create high anxiety--and often lingering resentments. Communication expert Dr. Mike Bechtle offers practical help. He equips readers with the skills they need in order to handle conflict with the important people in their lives. Readers learn to be better prepared for hard conversations by learning to listen, to give and receive genuine feedback, and to saturate relationships with kindness. With the right skills and tools, anyone can feel more confident handling the elephant in the room and other conversational quicksand.

Elephant Company

The Executive and the Elephant

"A practical approach to difficult conversations in the workplace, with lots of real-life examples to keep the reader investing their time and - can you believe it? - it's actually fun to read." - Yvonne Mann, President, LeaderShifts "Helpful, concrete examples written in practical lay terms. This book will help anyone who chooses to read it." - Chris Dragseth, Director (retired), Service Canada, Human Resources and Skills Development
Difficult Conversations at Work: Go from "Nightmare" to "No Problem" As a former lawyer, Diane A. Ross thought she was a difficult conversations expert so why was she still struggling through those dreaded "tough talks" with her coworkers and colleagues? So began her revelation: the communication skills that knocked 'em dead at the negotiating table were actually destructive to her workplace

relationships. Conflicts went unresolved, productivity was stifled, and communication suffered - big time. Sound familiar? The Elephant in the Office: Super-Simple Strategies for Difficult Conversations at Work is the answer for anyone who has ever wrestled with managing difficult conversations in the workplace. It's full of real-life, easy-to-implement strategies that have stood the test of time. Diane A. Ross' breezy writing style and upbeat sense of humor make this book a fun and informative read that promises to help you create real and lasting change in the workplace (so if you're looking for a dry, bore-me-to-tears-yawn-fest academic-style textbook, please look elsewhere!). Learn to: - Talk so that you are heard - Overcome the "difficult conversation jitters" - Disarm hostile coworkers - and even your boss - Boost communication within your team - Get what you want at work Handling Difficult Conversations Is About to Get a Whole Lot Less Scary/Stressful/Panic-Attack-Inducing If you have ever struggled with a coworker who wasn't pulling their weight or gotten butterflies asking for time off, this book is for you. If you have ever been faced with an unmotivated employee or a team leader who takes credit for your work, this book is for you. Whether you're dealing with a cubicle-mate with B.O., an employee stealing office supplies, a whole department getting laid off, or a team-member who always flies off the handle, The Elephant in the Office is going to get your difficult conversations moving in the right direction. Each chapter is full-to-overflowing with simple step-by-step tips backed by real-life examples, so you can see these strategies in action. Who Should Buy This Book? If you have ever had to cope with: - Anxiety asking for a raise or vacation time - Stress over having to fire someone, discuss employee performance, or give bad news - An overbearing boss - A coworker not pulling his or her weight - A smelly, dirty, crude, rude (or otherwise icky) team-member - Passive-aggressive, antagonistic, or just plain difficult coworkers or employees then you need this book! The Elephant in the Office is ideal for individuals hoping to achieve more in the workplace as well as executive teams and HR managers who want the very best from their employees. Handling difficult conversations is about to become a heck of a lot less painful, my friends! You're one good read away from better workplace dynamics, increased productivity, less stress, and more of what you want - out of work and out of life.

The Elephant in the Brain

Success isn't about what you know. It's about how you think. Building a great career and an enriching life isn't rocket science. It's about understanding more clearly, thinking more creatively, and planning more effectively. This guide to productive thinking will help you do exactly that. Whether you need to solve business problems, create new opportunities, or improve your personal life, Think Better offers the principles and tools you need. Author Tim Hurson takes you through the critical steps you need to:

- Commit to Change: Discover how what's working often blinds us to what's possible. Recognize that every frustration is an opportunity in disguise. Imagine a future of creative possibilities.
- Integrate the Principles of Productive Thinking: Don't just think outside the box. Recognize that for productive thinkers there is no box. Unlock the creative ideas in the "third third" of your consciousness—ideas that are always there, but often hovering just out of reach.
- Take Active Steps to Focus on and Solve Problems: Use the thinking tools in this book to make the unexpected

connections that are at the heart of all creative ideas and implementable solutions. It's a myth that people are either born productive thinkers or not. Productive thinking is a skill that can be taught, learned, practiced, and mastered—by anyone. Thinking better leads to doing better, and ultimately to being better—in business and in life. With productive thinking, you can take on challenges in ways you never dreamed possible.

The Elephant in the Room

Elephant Sense and Sensibility is a comprehensive treatment of the full range of elephant behavior. Beginning with chapters on evolution and the elephant's brain, this book is an integrated presentation of the elephant's capacity for memory, morality, emotion, empathy, altruism, language, intelligence, learning and teaching. Grounded primarily in scientific research, the book also draws upon anecdotal and visual evidence showing elephants thinking, acting, feeling and behaving in ways that we, as humans, recognize. This complete treatment of elephant behavior supported by the extensive literature, along with anecdotal and photographic material, provides an overview not available in any other text. Covers a variety of aspects that relate to behavior, ranging from brain function and sensory input to communication, learning, and intelligence Features a comprehensive treatment of elephant behavior supported by the extensive literature, anecdotal information, and striking photographic material, providing an overview not available in any other text Features an interdisciplinary approach to behavior, with vital information included and integrated from several key disciplines

The Ant and the Elephant

The Elephant in the Room is a collection of short stories that creatively communicate the cancer patient's journey. The stories, based on real-life accounts, are built around the idiosyncratic relationships between patients and their doctors. Using humor, empathy and wisdom, Jonathan Waxman explores the very human side of cancer as well as providing expert commentary on the clinical aspects of diagnosis and therapy of this disease. These stories comfort and entertain, inform and engage, and are a treat to read for anyone whose life has been affected by cancer.

The Elephant in the Brain

Dr. Tandy and nine additional contributors introduce the reader to the world of the twentyfirst century and beyond. Topics include: Dietary Supplements And Your Health Nanotechnology, Nanomedicine, And Health Extension Transhumanism, Transmortality, And The Singularity O'Neill Space Settlements Futurists As Wishful Dreamers Cryonic Hibernation And Personal Identity The Scientific Quest For A Universal Resurrection Of All Dead Persons Books Related To Life Extension And Transhumanity Websites Related To Life Extension And Transhumanity World War 3, The September 2001 Terrorist Attacks,

And Our Responsibilities To Transhumanity

The Unfair Advantage

'In public or on stage, it's different. I'm fine. I have no bother talking to three hundred people, and sharing my feelings. But when I'm in a room on a one-to-one basis, I get lost. I can never find the right word. Except for that phrase - hold me.'

Michael Harding's wife has departed for a six-week trip, and he has been left alone in their home in Leitrim. Faced with the realities of caring for himself for the first time since his illness two years before, Harding endeavours to tame the 'elephant' - an Asian metaphor for the unruly mind. As he does, he finds himself finally coming to terms with the death of his mother - a loss that has changed him more than he knows. Funny, searingly honest and profound, Hanging with the Elephant pulls back the curtain and reveals what it is really like to be alive.

Beating Boredom as the Secret to Managing ADHD

This ground-breaking book exposes the myths behind startup success, illuminates the real forces at work and shows how they can be harnessed in your favour. The world isn't a level playing field. Meritocracy is a myth. And if you look at those at the top, you realise that behind every success story is an Unfair Advantage. But that doesn't just mean your parents' wealth or who you know. An Unfair Advantage is any element that gives you an edge over your competition. And we all have one. Drawing on over two decades of hands-on experience, including as the first Marketing Director of Just Eat (a startup now worth over £5 billion), the authors show how to identify your own unfair advantages and apply them to any project. Hard work and grit aren't enough, so they explore the importance of money, intelligence, insight, location, education, expertise, status and luck in the journey to success. From Snapchat to Spanx, Oprah to Elon Musk, unfair advantages have shaped the journeys of some of the most successful brands in the world. This book helps you too find the external circumstances and internal strengths to succeed in the world of business and beyond.

Switch

Of all the animals the elephant rescues, only the tiny ant returns the favor.

Data Feminism

Lessons for leaders on resolving the ongoing struggle between instinct and the creative mind Kings, heads of government, and corporate executives lead thousands of people and manage endless resources, but may not have mastery over

themselves. Often leaders know that right action is important, but have little (if any) understanding of what prevents them from acting in accordance with their intentions. In this important book, leadership expert Richard Daft portrays this dilemma as a struggle between instinct (elephant) and intention (the executive) using the most current research on the intentional vs. the habitual mind to explain how this phenomenon occurs. Based on current research and real-life examples Offers leaders a method for directing themselves more productively Written by an expert in leadership, organizational performance, and change management Through real-life examples and recent studies in psychology, management and Eastern spirituality Daft provides guidance to all of us who struggle finding our own balance and cultivating the behavior of others.

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