

What Makes It Great

What Makes Great Art
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What Makes It Great, Enhanced Edition
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What Makes This Book So Great
A Great Place to Work
What Makes A Great Bible Teacher?
Dirt Is Good
What Makes a Great City
Think and Grow Rich
Cool Reggae Music: Create & Appreciate What Makes Music Great!
What Makes Great Leaders Great: Management Lessons from Icons Who Changed the World
What Makes the Great Great
How To Win Friends and Influence People

What Makes Great Art

You can go after the job you want—and get it! You can take the job you have—and improve it! You can take any situation—and make it work for you! Dale Carnegie's rock-solid, time-tested advice has carried

countless people up the ladder of success in their business and personal lives. One of the most groundbreaking and timeless bestsellers of all time, *How to Win Friends & Influence People* will teach you: -Six ways to make people like you -Twelve ways to win people to your way of thinking -Nine ways to change people without arousing resentment And much more! Achieve your maximum potential—a must-read for the twenty-first century with more than 15 million copies sold!

The Wealth Choice

Ever wondered how life would be if we could condition our minds to Think and Grow Rich? Author Napoleon Hill claims to have based this book on twenty years of rigorous research on the lives of those who had amassed great wealth and made a fortune. Observing their habits, their ways of working and the principles they followed, Hill put together laws and philosophies that can be practiced in everyday life to achieve all-round success. The narrative is rich with stories and anecdotes, which not only inspire, but also show a way forward to take action. After all, riches are not just material, but also pertaining to the mind, body and spirit. Having sold more than fifteen million copies across the world, this book remains the most read self-improvement book of all times!

What Makes It Great, Enhanced Edition

Could you be the Branson of business, the Clarkson of cars or the Schwarzenegger of bodybuilding? Could

you stand out as the great and lasting leader of your industry? In this book, Douglas Kruger takes us on a tour of different worlds and industries, unpacking the answer to a single question: What makes some people leaders in their field? Is it their disproportionate level of knowledge? Their charisma? Their marketing abilities? Is it the way they portray their own identities as ideals to be emulated by tribes of believers, or is it the way they have moved a body of knowledge forward? Most importantly, is it possible for us to emulate their success? The answer is a resounding 'Yes!' In *What Makes Them Great?*, Kruger's 50 practical, easy-to-follow suggestions spell out exactly what it would take for you to become so formidable within your own industry that your competitors struggle to keep up. Because, when you are the industry leader, the undisputed expert, the entire dynamic changes: the media and the deals come to you; your level of earning is exponentially higher; you enjoy privileged access and extraordinary leeway; you arrive to find the door already open. Find out what it would take for you to become the Branson of business, the Clarkson of cars, the Oprah of talk-show television, and reap the financial and personal rewards. Find out how you can become the leading name in your industry.

What Really Makes America Great

Why are some photographs so much more effective and powerful than others? *What Makes Great Photography* showcases 80 outstanding photographs from the first daguerrotypes to today's digital

masterpieces and by photographers as diverse as Alfred Stieglitz, Diane Arbus, Ernst Haas and Don McCullin. Val Williams highlights the elements of each photograph that distinguishes it from its peers, such as composition, colour, texture and fidelity to subject, explaining just what it is that makes it so great. Her insightful text will open your eyes to the defining qualities of the key photographs of every period and genre, from portraiture to landscape and from photojournalism to the nude.

What Makes Great Design

A fresh guide to classical music from the acclaimed creator of NPR's "What Makes It Great"™ Rob Kapilow has been helping audiences hear more in great music for two decades with his What Makes It Great? series on NPR's Performance Today, at Lincoln Center, and in concert halls throughout the US and Canada. In this book, he focuses on short masterpieces by major composers to help you understand the essence of each composer's genius and how each piece—which can be heard on the book's web site—transformed the musical language of its time. Kapilow's down-to-earth approach makes music history easy to grasp no matter what your musical background. Explores the musical styles and genius of great classical composers, including Vivaldi, Handel, J.S. Bach, Handel, Haydn, Mozart, Beethoven, Schubert, Brahms, Chopin, Puccini, Wagner, Dvorak, Tchaikovsky, and Debussy Features an accompanying web site where you can see, hear, and download each short masterpiece and all of the book's musical

examples Introduces you in depth to popular pieces from the classical repertoire, including "Spring" from the Four Seasons (Vivaldi), "Dove Sono" from The Marriage of Figaro (Mozart), the Prelude to Tristan and Isolde (Wagner), and "Trepak" from The Nutcracker Suite (Tchaikovsky) Written by acclaimed composer, conductor, and pianist Rob Kapilow: "You could practically see the light bulbs going on above people's heads" (The Philadelphia Inquirer); "Rob Kapilow is awfully good at what he does" (The Boston Globe); "A wonderful guy who brings music alive!" (Katie Couric) This book, along with the music on the companion web site, is an ideal starting point for anyone interested in classical music, whether first-time listener, experienced concertgoer or performing musician, offering an entree into the world of eighteen great composers and a collection of individual masterpieces spanning almost two hundred years.

What Makes Great Photography

It's no secret that these hard times have been even harder for the Black community. Approximately 35 percent of African Americans had no measurable assets in 2009, and 24 percent of these same households had only a motor vehicle. Dennis Kimbro, observing how the weight of the continuing housing and credit crises disproportionately impacts the African-American community, takes a sharp look at a carefully cultivated group of individuals who've scaled the heights of success and how others can emulate them. Based on a seven year study of 1,000 of the

wealthiest African Americans, *The Wealth Choice* offers a trove of sound and surprising advice about climbing the economic ladder, even when the odds seem stacked against you. Readers will learn about how business leaders, entrepreneurs, and celebrities like Bob Johnson, Spike Lee, L. A. Reid, Herman Cain, T. D. Jakes and Tyrese Gibson found their paths to wealth; what they did or didn't learn about money early on; what they had to sacrifice to get to the top; and the role of discipline in managing their success. Through these stories, which include men and women at every stage of life and in every industry, Dennis Kimbro shows readers how to:

- Develop a wealth-generating mindset and habits
- Commit to lifelong learning
- Craft goals that match your passion
- Make short-term sacrifices for long-term gain
- Take calculated risks when opportunity presents itself

Listening for America: Inside the Great American Songbook from Gershwin to Sondheim

WHAT IS THE STORY GRID? The Story Grid is a tool developed by editor Shawn Coyne to analyze stories and provide helpful editorial comments. It's like a CT Scan that takes a photo of the global story and tells the editor or writer what is working, what is not, and what must be done to make what works better and fix what's not. The Story Grid breaks down the component parts of stories to identify the problems. And finding the problems in a story is almost as difficult as the writing of the story itself (maybe even more difficult). The Story Grid is a tool with many

applications: 1. It will tell a writer if a Story ?works? or ?doesn't work. 2. It pinpoints story problems but does not emotionally abuse the writer, revealing exactly where a Story (not the person creating the Story'the Story) has failed. 3. It will tell the writer the specific work necessary to fix that Story's problems. 4. It is a tool to re-envision and resuscitate a seemingly irredeemable pile of paper stuck in an attic drawer. 5. It is a tool that can inspire an original creation.

What Makes Them Great?

As any reader of Jo Walton's *Among Others* might guess, Walton is both an inveterate reader of SF and fantasy, and a chronic re-reader of books. In 2008, then-new science-fiction mega-site Tor.com asked Walton to blog regularly about her re-reading—about all kinds of older fantasy and SF, ranging from acknowledged classics, to guilty pleasures, to forgotten oddities and gems. These posts have consistently been among the most popular features of Tor.com. Now this volumes presents a selection of the best of them, ranging from short essays to long reassessments of some of the field's most ambitious series. Among Walton's many subjects here are the Zones of Thought novels of Vernor Vinge; the question of what genre readers mean by "mainstream"; the underappreciated SF adventures of C. J. Cherryh; the field's many approaches to time travel; the masterful science fiction of Samuel R. Delany; Salman Rushdie's *Midnight's Children*; the early Hainish novels of Ursula K. Le Guin; and a Robert A. Heinlein novel you have most certainly

never read. Over 130 essays in all, *What Makes This Book So Great* is an immensely readable, engaging collection of provocative, opinionated thoughts about past and present-day fantasy and science fiction, from one of our best writers. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

The Music of Richard Rodgers

Ten-year-old Grace is crushed to learn that her grandparents' bakery might close after thirty years and wonders how her own business, which they inspired, can survive if theirs cannot, but she and her friends use their talents and newly-acquired business skills to try to save the day.

What Makes This Book So Great

A fresh guide to classical music from the acclaimed creator of NPR's "What Makes It Great"™ Rob Kapilow has been helping audiences hear more in great music for two decades with his *What Makes It Great?* series on NPR's *Performance Today*, at Lincoln Center, and in concert halls throughout the US and Canada. In this book, he focuses on short masterpieces by major composers to help you understand the essence of each composer's genius and how each piece—which can be heard on the book's web site—transformed the musical language of its time. Kapilow's down-to-earth approach makes music history easy to grasp no matter what your musical background. Explores the musical styles and genius of great classical

composers, including Vivaldi, Handel, J.S. Bach, Handel, Haydn, Mozart, Beethoven, Schubert, Brahms, Chopin, Puccini, Wagner, Dvorak, Tchaikovsky, and Debussy Features an accompanying web site where you can see, hear, and download each short masterpiece and all of the book's musical examples Introduces you in depth to popular pieces from the classical repertoire, including "Spring" from the Four Seasons (Vivaldi), "Dove Sono" from The Marriage of Figaro (Mozart), the Prelude to Tristan and Isolde (Wagner), and "Trepak" from The Nutcracker Suite (Tchaikovsky) Written by acclaimed composer, conductor, and pianist Rob Kapilow: "You could practically see the light bulbs going on above people's heads" (The Philadelphia Inquirer); "Rob Kapilow is awfully good at what he does" (The Boston Globe); "A wonderful guy who brings music alive!" (Katie Couric) This book, along with the music on the companion web site, is an ideal starting point for anyone interested in classical music, whether first-time listener, experienced concertgoer or performing musician, offering an entree into the world of eighteen great composers and a collection of individual masterpieces spanning almost two hundred years.

The Great Psychotherapy Debate

Creative Action Network founder and CEO Max Slavkin says this art series was inspired by a widespread interest in creating art to challenge the current political climate. Throughout the first 100 days of Donald Trump's presidency, 100 artists came

together to illustrate the things that already make America great. The project has continued beyond those initial 100 days and 100 artists. Each spread of the book contains an artist's statement on the left and artwork on the right side. The art touches on several issues and topics, including religious freedom, immigration, energy solutions, plurality—and even bourbon. It features a foreword by Steven Heller, an American art director, journalist, critic, author, and editor who specializes in topics related to graphic design.

What Makes You Great?

20 melodies, including: Bali Ha'i * Climb Ev'ry Mountain * Edelweiss * It's a Grand Night for Singing * Some Enchanted Evening * You'll Never Walk Alone * more.

Born to Raise

Explains what makes a company a good place to work and offers specific strategies for fostering a positive work environment.

Essential Questions

A Library Journal Best Book of 2015 Go behind the scenes of seven of today's most popular narrative radio shows and podcasts, including This American Life and RadioLab, in graphic narrative. Every week, millions of devoted fans tune in to or download This American Life, The Moth, Radiolab, Planet Money,

Snap Judgment, Serial, Invisibilia and other narrative radio shows. Using personal stories to breathe life into complex ideas and issues, these beloved programs help us to understand ourselves and our world a little bit better. Each has a distinct style, but every one delivers stories that are brilliantly told and produced. Out on the Wire offers an unexpected window into this new kind of storytelling—one that literally illustrates the making of a purely auditory medium. With the help of This American Life's Ira Glass, Jessica Abel, a cartoonist and devotee of narrative radio, uncovers just how radio producers construct narrative, spilling some juicy insider details. Jad Abumrad of RadioLab talks about chasing moments of awe with scientists, while Planet Money's Robert Smith lets us in on his slightly goofy strategy for putting interviewees at ease. And Abel reveals how mad—really mad—Ira Glass becomes when he receives edits from his colleagues. Informative and engaging, Out on the Wire demonstrates that narrative radio and podcasts are creating some of the most exciting and innovative storytelling available today. From the Trade Paperback edition.

Grace Makes it Great

Highlights everything needed to learn about reggae music.

The Story Grid

The second edition of The Great Psychotherapy Debate has been updated and revised to expand the

presentation of the Contextual Model, which is derived from a scientific understanding of how humans heal in a social context and explains findings from a vast array of psychotherapies studies. This model provides a compelling alternative to traditional research on psychotherapy, which tends to focus on identifying the most effective treatment for particular disorders through emphasizing the specific ingredients of treatment. The new edition also includes a history of healing practices, medicine, and psychotherapy, an examination of therapist effects, and a thorough review of the research on common factors such as the alliance, expectations, and empathy.

What Makes America Great

What Makes Great Fashion showcases eighty outstanding fashion confections, from the birth of the industry in the mid-19th century to the present day, and defines the characteristics of the garments that render the design both influential and iconic. These range from the appropriation of other cultures, such as Jeanne Lanvin's exotic robe de style, to the radical transposition of proscribed elements, such as the use of underwear as outerwear by Jean-Paul Gaultier; some mark an overnight switch in silhouette, such as Christian Dior's "Corolle" line—dubbed the "New Look"—and the abrupt raising of hemlines inspired by Mary Quant's miniskirts. In some instances, the garments represent a desire to transgress the acceptable—Vivienne Westwood's punk hangman's sweater; in other cases they are evidence of a

cerebral approach, such as the slashed robes of Rei Kawakebo for Commes des Garçons.

What Makes a Great Exhibition?

A fresh argument for rioting and looting as our most powerful tools for dismantling white supremacy. Looting--a crowd of people publicly, openly, and directly seizing goods--is one of the more extreme actions that can take place in the midst of social unrest. Even self-identified radicals distance themselves from looters, fearing that violent tactics reflect badly on the broader movement. But Vicky Osterweil argues that stealing goods and destroying property are direct, pragmatic strategies of wealth redistribution and improving life for the working class--not to mention the brazen messages these methods send to the police and the state. All our beliefs about the innate righteousness of property and ownership, Osterweil explains, are built on the history of anti-Black, anti-Indigenous oppression. From slave revolts to labor strikes to the modern-day movements for climate change, Black lives, and police abolition, Osterweil makes a convincing case for rioting and looting as weapons that bludgeon the status quo while uplifting the poor and marginalized. *In Defense of Looting* is a history of violent protest sparking social change, a compelling reframing of revolutionary activism, and a practical vision for a dramatically restructured society.

Good to Great

What are "essential questions," and how do they differ from other kinds of questions? What's so great about them? Why should you design and use essential questions in your classroom? Essential questions (EQs) help target standards as you organize curriculum content into coherent units that yield focused and thoughtful learning. In the classroom, EQs are used to stimulate students' discussions and promote a deeper understanding of the content. Whether you are an Understanding by Design (UbD) devotee or are searching for ways to address standards—local or Common Core State Standards—in an engaging way, Jay McTighe and Grant Wiggins provide practical guidance on how to design, initiate, and embed inquiry-based teaching and learning in your classroom. Offering dozens of examples, the authors explore the usefulness of EQs in all K-12 content areas, including skill-based areas such as math, PE, language instruction, and arts education. As an important element of their backward design approach to designing curriculum, instruction, and assessment, the authors

- *Give a comprehensive explanation of why EQs are so important;
- *Explore seven defining characteristics of EQs;
- *Distinguish between topical and overarching questions and their uses;
- *Outline the rationale for using EQs as the focal point in creating units of study; and
- *Show how to create effective EQs, working from sources including standards, desired understandings, and student misconceptions.

Using essential questions can be challenging—for both teachers and students—and this book provides guidance through practical and proven processes, as well as suggested "response strategies" to encourage student engagement. Finally, you will

learn how to create a culture of inquiry so that all members of the educational community—students, teachers, and administrators—benefit from the increased rigor and deepened understanding that emerge when essential questions become a guiding force for learners of all ages.

Measure What Matters

A fresh guide to classical music from the acclaimed creator of NPR's "What Makes It Great"™ Rob Kapilow has been helping audiences hear more in great music for two decades with his What Makes It Great? series on NPR's Performance Today, at Lincoln Center, and in concert halls throughout the US and Canada. In this book, he focuses on short masterpieces by major composers to help you understand the essence of each composer's genius and how each piece—which can be heard on the book's web site—transformed the musical language of its time. Kapilow's down-to-earth approach makes music history easy to grasp no matter what your musical background. Explores the musical styles and genius of great classical composers, including Vivaldi, Handel, J.S. Bach, Handel, Haydn, Mozart, Beethoven, Schubert, Brahms, Chopin, Puccini, Wagner, Dvorak, Tchaikovsky, and Debussy Features an accompanying web site where you can see, hear, and download each short masterpiece and all of the book's musical examples Introduces you in depth to popular pieces from the classical repertoire, including "Spring" from the Four Seasons (Vivaldi), "Dove Sono" from The Marriage of Figaro (Mozart), the Prelude to Tristan and

Isolde (Wagner), and "Trepak" from The Nutcracker Suite (Tchaikovsky) Written by acclaimed composer, conductor, and pianist Rob Kapilow: "You could practically see the light bulbs going on above people's heads" (The Philadelphia Inquirer); "Rob Kapilow is awfully good at what he does" (The Boston Globe); "A wonderful guy who brings music alive!" (Katie Couric) This book, along with the music on the companion web site, is an ideal starting point for anyone interested in classical music, whether first-time listener, experienced concertgoer or performing musician, offering an entree into the world of eighteen great composers and a collection of individual masterpieces spanning almost two hundred years.

Out on the Wire

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In Defense of Looting

What makes a good leader? Author and CEO of Ron Blue & Co, Russ Crosson knows--and he learned the hard way. From his experience Russ offers not another "how-to" book on leadership, but a why-to book that will help you succeed in more important ways than you ever imagined.

What Makes a Leader Great

One of Planetizen's Top Planning Books for 2017 - San Francisco Chronicle's 2016 Holiday Books Gift Guide Pick What makes a great city? City planner and architect Alexander Garvin set out to answer this question by observing cities, largely in North America and Europe, with special attention to Paris, London, New York, and Vienna. For Garvin, greatness is about what people who shape cities can do to make a city

great. A great city is a dynamic, constantly changing place that residents and their leaders can reshape to satisfy their demands. Most importantly, it is about the interplay between people and public realm, and how they have interacted throughout history to create great cities. What Makes a Great City will help readers understand that any city can be changed for the better and inspire entrepreneurs, public officials, and city residents to do it themselves.

What Makes It Great

What Makes It Great

What Makes America Great is a narrative summary of the elements of greatness Bob Dowell revealed in several of the country's key historical and literary documents. Birthed by the Reformation and cornerstone laid by Puritans dedicated to establishing a God centered commonwealth, the exemplary has been America's vision from its beginnings. Dedication to the exemplary can be documented in numerous American documents from John Winthrop's "Model of Christian Charity" envisioning the exemplary "city upon a hill," to Thomas Jefferson's Declaration of Independence with its exemplary creed that "all men are created equal and endowed by their Creator with certain inalienable rights," to Elizabeth Cady Stanton's exemplary Declaration of Sentiments envisioning equal rights for women [all men and women are created equal], to Abraham Lincoln's Emancipation Proclamation and "Gettysburg Address" addressing

the evils of slavery and envisioning a nation dedicated to an exemplary government "of the people, by the people, and for the people," to Martin Luther King's exemplary "I Have a Dream Speech" envisioning America living up to its equality creed by extending full equality to its African American citizens. What Makes America Great celebrates the exemplary in the American experience noting particularly its greatness being confirmed in the fact that its history is primarily the fruition of its creed as stated in its Declaration of Independence.

The Year of Reading Dangerously

Why are some designs more successful and influential than others? WHAT MAKES GREAT DESIGN showcases eighty exceptional creations, from the Polaroid Land camera and the Sony Walkman to the Coca-Cola bottle and Converse All Stars. Featuring designers as diverse as Le Corbusier, Dieter Rams and Philippe Starck, this insightful book highlights the elements of each design that distinguish it from its peers. Whether it is the functionality of Walter Hunt's safety pin from 1849, the innovative use of materials in a Louis Vuitton trunk or the aesthetic appeal of a René Lalique vase, the book explains why these designs have stood the test of time. WHAT MAKES GREAT DESIGN will open your eyes to the defining qualities of the enduring product designs that have become an essential part of our everyday lives.

Actual Minds, Possible Worlds

From two of the world's top scientists and one of the world's top science writers (all parents), *Dirt Is Good* is a q&a-based guide to everything you need to know about kids & germs. "Is it OK for my child to eat dirt?" That's just one of the many questions authors Jack Gilbert and Rob Knight are bombarded with every week from parents all over the world. They've heard everything from "My two-year-old gets constant ear infections. Should I give her antibiotics? Or probiotics?" to "I heard that my son's asthma was caused by a lack of microbial exposure. Is this true, and if so what can I do about it now?" Google these questions, and you'll be overwhelmed with answers. The internet is rife with speculation and misinformation about the risks and benefits of what most parents think of as simply germs, but which scientists now call the microbiome: the combined activity of all the tiny organisms inside our bodies and the surrounding environment that have an enormous impact on our health and well-being. Who better to turn to for answers than Drs. Gilbert and Knight, two of the top scientists leading the investigation into the microbiome—an investigation that is producing fascinating discoveries and bringing answers to parents who want to do the best for their young children. *Dirt Is Good* is a comprehensive, authoritative, accessible guide you've been searching for.

What Makes Great Fashion

The Challenge Built to Last, the defining management study of the nineties, showed how great companies

triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will

surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

The Myth of the Strong Leader

Master the skills that icons throughout history have used to achieve the highest levels of success "This is an intelligent, knowledgeable presentation of management. The pragmatic approach of learning from icons makes the book extremely worthwhile reading for up-and-coming and experienced managers alike." —Dr. Helmut O. Maucher, Honorary Chairman of the Board, Nestlé "Embracing a broad variety of successful personalities from all walks of life, this analysis of management skills makes for

interesting reading and provides a great source of inspiration." —Dr. Josef Ackermann, Chairman of the Management Board and the Group Executive Committee, Deutsche Bank AG "Arnold cleverly explains the keys to successful management with references to real-life challenges successfully overcome by iconic leaders. This entertaining book is insightful, thought-provoking, and of immense practical value." —Fred B. Irwin, President, American Chamber of Commerce in Germany "Profound management know-how and coverage of a wide range of valuable issues provide great inspiration for anyone seeking to apply effective management principles in practice." —Professor Klaus Evard, founder and former President of the European Business School "Management know-how translates into knowledge of how to succeed in all levels of life, and everyone can learn to be successful. That is the simple premise behind this book." —Frankfurter Allgemeine Zeitung

What do Barack Obama, Steve Jobs, Pablo Picasso, and Napoleon have in common? EXCELLENT MANAGEMENT SKILLS It doesn't matter what your field of expertise is, whom you know, or how educated you are. If you have powerful management skills, you will succeed; if you don't, you'll hit the ceiling sooner rather than later. In *What Makes Great Leaders Great*, bestselling author and leadership expert Frank Arnold gathers 56 icons from various fields—from business and sports to politics and pop culture—to reveal the specific management skills they used to reach the top. For every line of work or personal goal, effectively applying these management skills will lead to ultimate success. All the people in this remarkably diverse group figured out what they needed to know

to manage their rise to the top—and executed it with superb skill. *What Makes Great Leaders Great* includes: Bill Gates on harnessing the power of a business mission Nicolaus Copernicus on questioning every assumption Phil Knight on fine-tuning the right strategy Michael Dell on making the customer your number-one priority Michelangelo on focusing on a single objective Joseph Schumpeter on practicing creative destruction Roger Federer on self-motivation Hippocrates on behaving responsibly Steve Jobs on implementing ideas Ray Kroc on envisioning the future Gen. George Patton on clearly defining assignments Warren Buffett on demanding effective management Stephen Hawking on making the best use of your time Pablo Picasso on fostering life-long creativity Muhammad Yunus on looking beyond your own interests Learn from the best in the business—and history—how to leverage your skills, knowledge, and talent to reach levels of success you never dreamed possible.

What Makes a Philosopher Great?

72 *What Makes You Great? Uplifting Book Inspires You to Fight through Your Adversity to Pursue Your Life's Greatest Dreams.* Blog:
www.whatmakesyougreat.blogspot.com.

What Makes This Book So Great

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has

helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In

Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

A Great Place to Work

From one of the world's preeminent political historians, a magisterial study of political leadership around the world from the advent of parliamentary democracy to the age of Obama. All too frequently, leadership is reduced to a simple dichotomy: the strong versus the weak. Yet, there are myriad ways to exercise effective political leadership--as well as different ways to fail. We blame our leaders for economic downfalls and praise them for vital social reforms, but rarely do we question what makes some leaders successful while others falter. In this magisterial and wide-ranging survey of political leadership over the past hundred years, renowned Oxford politics professor Archie Brown challenges the widespread belief that strong leaders--meaning those who dominate their colleagues and the policy-making process--are the most successful and admirable. In reality, only a minority of political leaders will truly make a lasting difference. Though we tend to dismiss more collegial styles of leadership as weak, it is often the most cooperative leaders who have the greatest impact. Drawing on extensive research and decades of political analysis and experience, Brown illuminates

the achievements, failures and foibles of a broad array of twentieth century politicians. Whether speaking of redefining leaders like Franklin Delano Roosevelt, Lyndon Johnson, and Margaret Thatcher, who expanded the limits of what was politically possible during their time in power, or the even rarer transformational leaders who played a decisive role in bringing about systemic change--Charles de Gaulle, Mikhail Gorbachev and Nelson Mandela, among them--Brown challenges our commonly held beliefs about political efficacy and strength. Overturning many of our assumptions about the twentieth century's most important figures, Brown's conclusions are both original and enlightening. *The Myth of the Strong Leader* compels us to reassess the leaders who have shaped our world - and to reconsider how we should choose and evaluate those who will lead us into the future.

What Makes A Great Bible Teacher?

This book is inspired by a single powerful question. What is it to be great as a philosopher? No single grand answer is presumed to be possible; instead, rewardingly close studies of philosophical greatness are developed. This is a scholarly yet accessible volume, blending metaphilosophy with the long history of philosophy and traversing centuries and continents. The result is a series of case studies by accomplished scholars, each chapter trying to understand and convey a particular philosopher's greatness: Lloyd P. Gerson on Plato Karyn Lai on Zhuangzi David Bronstein on Aristotle Jonardon

Ganeri on Buddhaghosa Jeffrey Hause on Aquinas Gary Hatfield on Descartes Karen Detlefsen on du Châtelet Don Garrett on Hume Allen Wood on Kant (as a moral philosopher) Nicholas F. Stang on Kant (as a metaphysician) Ken Gemes on Nietzsche Cheryl Misak on Peirce David Macarthur on Wittgenstein This also serves a larger philosophical purpose. Might we gain increased clarity about what philosophy is in the first place? After all, in practice we individuate philosophy partly through its greatest practitioners' greatest contributions. The book does not discuss every philosopher who has been regarded as great. The point is not to offer a definitive list of The Great Philosophers, but, rather, to learn something about what great philosophy is and might be, from illuminated examples of past greatness.

Dirt Is Good

For better or worse, museums are changing from forbidding bastions of rare art into audience-friendly institutions that often specialize in “blockbuster” exhibitions designed to draw crowds. But in the midst of this sea change, one largely unanswered question stands out: “What makes a great exhibition?” Some of the world’s leading curators and art historians try to answer this question here, as they examine the elements of a museum exhibition from every angle. *What Makes a Great Exhibition?* investigates the challenges facing American and European contemporary art in particular, exploring such issues as group exhibitions, video and craft, and the ways that architecture influences the nature of the

exhibitions under its roof. The distinguished contributors address diverse topics, including Studio Museum in Harlem director Thelma Golden's examination of ethnically-focused exhibitions; and Robert Storr, director of the 2007 Venice Biennale and formerly of the Museum of Modern Art, on the meaning of "exhibition and "exhibitionmaker." A thought-provoking volume on the practice of curatorial work and the mission of modern museums, *What Makes A Great Exhibition?* will be indispensable reading for all art professionals and scholars working today.

What Makes a Great City

An editor and writer's vivaciously entertaining, and often moving, chronicle of his year-long adventure with fifty great books (and two not-so-great ones)—a true story about reading that reminds us why we should all make time in our lives for books. Nearing his fortieth birthday, author and critic Andy Miller realized he's not nearly as well read as he'd like to be. A devout book lover who somehow fell out of the habit of reading, he began to ponder the power of books to change an individual life—including his own—and to define the sort of person he would like to be. Beginning with a copy of Bulgakov's *Master and Margarita* that he happens to find one day in a bookstore, he embarks on a literary odyssey of mindful reading and wry introspection. From *Middlemarch* to *Anna Karenina* to *A Confederacy of Dunces*, these are books Miller felt he should read; books he'd always wanted to read; books he'd

previously started but hadn't finished; and books he'd lied about having read to impress people. Combining memoir and literary criticism, *The Year of Reading Dangerously* is Miller's heartfelt, humorous, and honest examination of what it means to be a reader. Passionately believing that books deserve to be read, enjoyed, and debated in the real world, Miller documents his reading experiences and how they resonated in his daily life and ultimately his very sense of self. The result is a witty and insightful journey of discovery and soul-searching that celebrates the abiding miracle of the book and the power of reading.

Think and Grow Rich

We have all had opportunity to sit under biblical teachers who inspired us. We have all had the misfortune of sitting under biblical teachers who made their subject matter appear dull and pointless. After sitting under several of both types of teachers Dr. Zemanek has put this book together. It is Dr. Zemanek's contention that there are four basic principles that every great teacher has developed as part of their lives. *What Makes A Great Bible Teacher* is deliberately designed to be a quick read. The goal of the book is to help each teacher, then professional and the periodic, to focus on what makes a genuinely great teacher. *What Makes A Great Bible Teacher* is a wonderful little book designed to help you take advantage of the four basic principles required to be a great teacher.

Cool Reggae Music: Create & Appreciate What Makes Music Great!

“Not since the late Leonard Bernstein has classical music had a combination salesman-teacher as irresistible as Kapilow.” —Kansas City Star Few people in recent memory have dedicated themselves as devotedly to the story of twentieth-century American music as Rob Kapilow, the composer, conductor, and host of the hit NPR music radio program, What Makes It Great? Now, in *Listening for America*, he turns his keen ear to the Great American Songbook, bringing many of our favorite classics to life through the songs and stories of eight of the twentieth century’s most treasured American composers—Kern, Porter, Gershwin, Arlen, Berlin, Rodgers, Bernstein, and Sondheim. Hardly confining himself to celebrating what makes these catchy melodies so unforgettable, Kapilow delves deeply into how issues of race, immigration, sexuality, and appropriation intertwine in masterpieces like *Show Boat* and *West Side Story*. A book not just about musical theater but about America itself, *Listening for America* is equally for the devotee, the singer, the music student, or for anyone intrigued by how popular music has shaped the larger culture, and promises to be the ideal gift book for years to come.

What Makes Great Leaders Great: Management Lessons from Icons Who Changed the World

Why do some artworks stand out head and shoulders

above others? Exceptional art somehow satisfies at a deeper level than the rest. *What Makes Great Art* showcases a selection of 80 outstanding paintings and sculptures from around the world and throughout time, assessing just what it is that makes them so great. Some owe their greatness to composition of colour, others offer profound insights into their human subjects, and some convey their message particularly effectively. Andy Prankhurst's succinct, appraisive text will open your eyes to the unique defining qualities of these key works, enabling you to appreciate the groundbreaking talents of every age.

What Makes the Great Great

Interviews with 50 great fundraisers, along with a comprehensive survey of over 3,000 fund raisers, inform you about which qualities in fund raising are innate, which can be learned, and how to use this information right away. A self-appraisal helps you determine your fund-raising strengths and weaknesses.

How To Win Friends and Influence People

Part vocational pep rally, part how-to book, in *What Makes the Great Great*, bestselling author Dennis Kimbro explores the strategies and thought processes of successful African-Americans. *What Makes the Great Great* elaborates on the inspiring message Dennis Kimbro put forth in his first book *Think and Grow Rich--A Black Choice*. Through dozens of interviews and the inspirational stories of people like

John H. Johnson, Publisher of Ebony magazine, Condoleeza Rice, Provost of Stanford University, and Ann Fudge, President of Maxwell House Coffee, Dr. Kimbro outlines the nine strategies that determine success. According to Dr. Kimbro, being great depends on a commitment to making dreams come true: "All high achievers make choices, not excuses." We all have the seeds of greatness in us, and his book gives readers the tools to discover and nurture those seeds, showing them how to motivate themselves to master every aspect of their lives.

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