

## Made To Stick

EggheadUpstreamHire Like You Just Beat CancerDiscovering Public RelationsMade to StickSummary of Made to StickThe Wisest One in the RoomHow the Grinch Stole Christmas! Read & Listen EditionCommunicate to Influence: How to Inspire Your Audience to ActionThe Power of MomentsMade to StickMake It StickSummary: Made to StickMade To Stick Summary: WHY SOME IDEAS SURVIVE AND OTHERS DIEObviously AwesomeCycling Home from SiberiaThe Jazz StandardsPresentation ZenSo Good They Can't Ignore YouMaking Habits, Breaking HabitsHookedThe SpringboardDecisiveIreland Says YesThe Lives of John LennonSwitchThe Natural NavigatorMy SecretSpiritual Enlightenment:: The Damnedest ThingThe Storytelling AnimalDark Tide RisingSeven Myths About EducationTeach Social MediaThe Mona Lisa MysteryThe Blind Side: Evolution of a GameMagic WordsTouched by the SunThe Innovator's DilemmaLove to TeachContagious

### Egghead

The instant New York Times bestseller | Named one of the ten best books of 2019 by People magazine A chance encounter at a summer party on Martha's Vineyard blossomed into an improbable but enduring friendship. Carly Simon and Jacqueline Kennedy Onassis made an unlikely pair—Carly, a free and artistic spirit still reeling from her recent divorce, searching for meaning, new love, and an anchor; and Jackie, one of the most celebrated, meticulous, unknowable women in American history. Nonetheless, over the next decade their lives merged in inextricable and complex ways, and they forged a connection deeper than either could ever have foreseen. The time they spent together—lingering lunches and creative collaborations, nights out on the town and movie dates—brought a welcome lightness and comfort to their days, but their conversations often veered into more profound territory as they helped each other navigate the shifting waters of life lived, publicly, in the wake of great love and great loss. An intimate, vulnerable, and insightful portrait of the bond that grew between two iconic and starkly different American women, Carly Simon's *Touched by the Sun* is a chronicle, in loving detail, of the late friendship she and Jackie shared. It is a meditation on the ways someone can unexpectedly enter our lives and change its course, as well as a celebration of kinship in all its many forms. "In *Touched by the Sun*, Simon reveals an easy-going, playful side of [Jackie] that most people never saw — sneaking a smoke during intermission at the opera, frolicking in the ocean off the Vineyard . . . The woman who would later edit several of Simon's children's books was 'just fun to be around.'" —Juliet Pennington, *The Boston Globe*

### Upstream

A collection of artfully decorated postcards with secrets anonymously written on them by people from all over the world and sent to the founder of PostSecret, a community art project that evolved into a website.

### Hire Like You Just Beat Cancer

Love To Teach is an exciting book that combines the latest educational research

with examples of what this can look like in the classroom. Filled with research-informed ideas to support all teachers and leaders in both Primary and Secondary this book would be great for NQTs to more experienced teachers and leaders alike.

### **Discovering Public Relations**

Discovering Public Relations introduces students to the field of PR in a practical, applied, and hands-on way that prepares them for the modern workplace. Author Karen Freberg guides students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving them the tools to think creatively, innovate effectively, and deploy research-backed tactics for successful campaigns.

### **Made to Stick**

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.

### **Summary of Made to Stick**

At 7.20pm on 23rd May 2015, in the courtyard of Dublin Castle, Ireland truly became a nation of equals. Ireland Says Yes is the fast-paced narrative account of all the drama, excitement and highs and lows of the last 100 days of the extraordinary campaign for a Yes vote in the 2015 Marriage Equality Referendum. Those who led the Yes Equality campaign tell the inside story of how the referendum was won, and how Ireland's two principal gay and lesbian rights organisations put together the most effective and successful civic society campaign ever launched in Irish politics. As well as a drama-packed chronological account of how the Yes campaign was executed, the book explores how social media mobilised a new generation of voters to the polls and how political parties, student unions and youth groups co-ordinated their efforts to deliver one of the most historic referendum results in Irish political history.

### **The Wisest One in the Room**

Explores the latest beliefs about why people tell stories and what stories reveal about human nature, offering insights into such related topics as universal themes and what it means to have a storytelling brain.

### **How the Grinch Stole Christmas! Read & Listen Edition**

The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations is the first book to teach storytelling as a powerful and formal discipline for organizational change and knowledge management. The book explains how

organizations can use certain types of stories ("springboard" stories) to communicate new or envisioned strategies, structures, identities, goals, and values to employees, partners and even customers. Readers will learn techniques by which they can help their organizations become more unified, responsive, and intelligent. Storytelling is a management technique championed by gurus including Peter Senge, Tom Peters and Larry Prusak. Now Stephen Denning, an innovator in the new discipline of organizational storytelling, teaches how to use stories to address challenges fundamental to success in today's information economy.

### **Communicate to Influence: How to Inspire Your Audience to Action**

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

### **The Power of Moments**

In an unorthodox approach, Georgetown University professor Cal Newport debunks the long-held belief that "follow your passion" is good advice, and sets out on a quest to discover the reality of how people end up loving their careers. Not only are pre-existing passions rare and have little to do with how most people end up loving their work, but a focus on passion over skill can be dangerous, leading to anxiety and chronic job hopping. Spending time with organic farmers, venture capitalists, screenwriters, freelance computer programmers, and others who admitted to deriving great satisfaction from their work, Newport uncovers the strategies they used and the pitfalls they avoided in developing their compelling careers. Cal reveals that matching your job to a pre-existing passion does not matter. Passion comes after you put in the hard work to become excellent at something valuable, not before. In other words, what you do for a living is much less important than how you do it. With a title taken from the comedian Steve Martin, who once said his advice for aspiring entertainers was to "be so good they can't ignore you," Cal Newport's clearly written manifesto is mandatory reading for anyone fretting about what to do with their life, or frustrated by their current job situation and eager to find a fresh new way to take control of their livelihood. He provides an evidence-based blueprint for creating work you love, and will change the way you think about careers, happiness, and the crafting of a remarkable life.

### **Made to Stick**

### **Make It Stick**

A very funny middle-grade adventure by renowned author-illustrator Pat Hutchins. Class 3 of Hampstead Primary School are off on a school trip to Paris! Morgan is the first to spot the bearded man in the black Citroen car, cruising behind their school bus, and feels sure he is following them. The plot thickens when a second mysterious bearded man appears on the ferry boat, Soon Class 3 find themselves entangled with a group of art thieves intent upon stealing the Mona Lisa!

## **Summary: Made to Stick**

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

## **Made To Stick Summary: WHY SOME IDEAS SURVIVE AND OTHERS DIE**

When a ransom exchange turns deadly in this thrilling mystery from bestselling author Anne Perry, Commander William Monk faces an unthinkable possibility: betrayal by his own men. NAMED ONE OF THE BEST CRIME NOVELS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW \* "Riveting . . . one of the series' more powerful recent entries."--Publishers Weekly When kidnappers choose a broken-down waterside slum as the site of a ransom exchange for the wife of wealthy real estate developer Harry Exeter, the Thames River Police and Commander William Monk shadow Harry to the spot to ensure that no harm comes to him or his captive wife. But on arrival, Monk and five of his best men are attacked from all sides. Certain that one of his colleagues has betrayed him, Monk delves into each of their pasts, one of which hides a dreadful secret. Soon facing a series of deadly obstructions, Monk must choose between his own safety and the chance to solve the mystery--and to figure out where his men's loyalty really lies. Praise for Dark Tide Rising "Perry makes cunning work of the plot, which raises issues of trust and loyalty while driving home a grim message about the vulnerability of women who entrust their fortunes to unscrupulous men."--The New York Times Book Review "One of the most successful of prolific Perry's recent Victorian melodramas. The opening chapters are appropriately portentous, the mystification is authentic, and if the final surprise isn't exactly a shock, it's so well-prepared that even readers who don't gasp will nod in satisfaction."--Kirkus Reviews "Another deftly crafted gem of a suspense thriller by a master of the mystery genre . . . a 'must read.'"--Midwest Book Review "Superb . . . [a] brilliant piece of historical fiction . . . No one writes Victorian-era stories quite like Perry."--BookReporter

## **Obviously Awesome**

Profiles John Lennon from his childhood to his death, reveals the offstage Lennon and the violence that shaped his tortured life, discusses Lennon's hidden existence with Yoko, and assesses his impact as a cultural hero

## **Cycling Home from Siberia**

" It is late October, and the temperature is already -40 degrees . . . My thoughts are filled with frozen rivers that may or may not hold my weight; empty, forgotten valleys haunted by emaciated ghosts; and packs of ravenous, merciless wolves." Having left his job as a high-school geography teacher, Rob Lilwall arrived in Siberia equipped only with a bike and a healthy dose of fear. *Cycling Home* from Siberia recounts his epic three-and-a-half-year, 30,000-mile journey back to England via the foreboding jungles of Papua New Guinea, an Australian cyclone, and Afghanistan's war-torn Hindu Kush. A gripping story of endurance and adventure, this is also a spiritual journey, providing poignant insight into life on the road in some of the world's toughest corners.

## **The Jazz Standards**

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

## **Presentation Zen**

A MASTERPIECE of illuminative writing, *Spiritual Enlightenment: The Damnedest Thing* is mandatory reading for anyone following a spiritual path. Part exposé and part how-to manual, this is the first book to explain why failure seems to be the rule in the search for enlightenment, and how the rule can be broken. :: Book One of Jed McKenna's Enlightenment Trilogy. Contains Bonus Material.

## **So Good They Can't Ignore You**

"When it comes to leaders in the social media pedagogy space, Matt Kushin is a pioneer. Not only is Matt an exceptional researcher, but a leading voice in the field with his thorough and innovative assignments. His new book *Teach Social Media: A Plan for Creating a Course Your Students Will Love* is a must have book for educators who want to create an amazing social media class for their students. Matt is not only able to discuss these ideas for these assignments, but has actually implemented them, allowing him to show he walks the walk as a social media professor. If you're looking to have a book that integrates various assignments from all aspects of social media, make sure to buy this book immediately!" - Karen Freberg, Ph.D., Associate Professor in Strategic Communications at University of Louisville and author of *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. "This is a must-read book for any educators in social media! Dr. Kushin provides a clear and practical roadmap for professors to craft an exceptional social media class. A top concern among faculty who teach social media is the tension between staying relevant and applying the information, while creating a structured course that can run effectively semester to semester. This text is exactly what is needed. It helps faculty understand how to gain a rigorous learning environment that gives students the hands-on experience so necessary in social media education." - Carolyn Mae Kim, Ph.D., Associate Professor of Public Relations and Director of the Public Relations Program in the Department of Media, Journalism and Public Relations at Biola University and author of *Social Media Campaigns: Strategies for Public Relations and Marketing*. About Save time with this 15-week social media course plan. Engage your students with project-based learning. Prepare your students for an ever-changing social

media environment with a course that focuses on adaptable knowledge, skills and abilities. Designed around a semester-long social media project, this book provides an end-to-end plan for building and executing a social media class from the ground up. It includes a 15-week syllabus with integrated assignments and activities. By providing lecture ideas and guidance in a how-to style, this book coaches you on how to build a class that is uniquely yours. Turn your class into a hands-on, engaged learning environment where your students will take on a client and build and execute a social media plan. This is not a 'it's on the test' type of class. Your students will learn by doing. The social media environment is transforming at lightning speed. Students must learn more than software skills. That's why this book follows the What, Why, How, Do, Reflect framework which aims to teach students adaptable knowledge and skills and ever-lasting abilities such as critical thinking, problem solving, creative thinking, and ethical decision-making. The economic realities of higher education present challenges to social media professors. Many departments lack access to software and resources. This book shows you how to deliver a high quality, experiential class on a shoe-string budget. Both new and experienced professors can use this book to #TeachConfident in the hyper-evolving social media space. This book is uniquely crafted for educators preparing students for careers as professional communicators in fields such as public relations, marketing, and related specialties. Includes Syllabus Sample Assignments Activities Information about software tools and resources

### **Making Habits, Breaking Habits**

“Every Who down in Who-ville liked Christmas a lot . . . but the Grinch, who lived just north of Who-ville, did NOT!” Not since “’Twas the night before Christmas” has the beginning of a Christmas tale been so instantly recognizable. No holiday season is complete without the Grinch, Max, Cindy-Lou, and all the residents of Who-ville, in this heartwarming story about the effects of the Christmas spirit on even the smallest and coldest of hearts. Like mistletoe, candy canes, and caroling, the Grinch is a mainstay of the holidays, and his story is the perfect gift for young and old. This Read & Listen edition contains audio narration.

### **Hooked**

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: The Five White Lies of Communicating: learn which barriers prevent you from getting better The Communicator's Roadmap: use a tool to visually chart what type of communication experience you create The Behaviors of Trust: align what you say with how you say it to better connect with your audience The Decker Grid: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to

communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

### **The Springboard**

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

### **Decisive**

A strange and charming collection of hilariously absurd poetry, writing, and illustration from one of today's most popular young comedians **EGGHEAD: Or, You Can't Survive on Ideas Alone** Bo Burnham was a precocious teenager living in his parents' attic when he started posting material on YouTube. 100 million people viewed those videos, turning Bo into an online sensation with a huge and dedicated following. Bo taped his first of two Comedy Central specials four days after his 18th birthday, making him the youngest to do so in the channel's history. Now Bo is a rising star in the comedy world, revered for his utterly original and intelligent voice. And, he can SIIIIIIING! In **EGGHEAD**, Bo brings his brand of brainy, emotional comedy to the page in the form of off-kilter poems, thoughts, and more. Teaming up with his longtime friend, artist, and illustrator Chance Bone, Bo takes on everything from death to farts in this weird book that will make you think, laugh and think, "why did I just laugh?"

## **Ireland Says Yes**

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they’re not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world’s youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

## **The Lives of John Lennon**

The author draws on his communication and engagement skills, developed as a magician, to demonstrate how seven "magic" words can be applied in a business setting to motivate employees and influence people.

## **Switch**

Say you want to start going to the gym or practicing a musical instrument. How long should it take before you stop having to force it and start doing it automatically? The surprising answers are found in *Making Habits, Breaking Habits*, a psychologist’s popular examination of one of the most powerful and under-appreciated processes in the mind. Although people like to think that they are in control, much of human behavior occurs without any decision-making or conscious thought. Drawing on hundreds of fascinating studies, psychologist Jeremy Dean busts the myths to finally explain why seemingly easy habits, like eating an apple a day, can be surprisingly difficult to form, and how to take charge of your brain’s natural “autopilot” to make any change stick. Witty and intriguing, *Making Habits, Breaking Habits* shows how behavior is more than just a product of what you think. It is possible to bend your habits to your will—and be happier, more creative, and more productive.

## **The Natural Navigator**

Made to Stick by Chip Heath and Dan Heath - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) Not every bright idea turns out to be a hit, on top of the creativity, you need to make your thoughts catch the attention of you audience. Dive in the anatomy of successful ideas and move forward! Made to Stick tells the cruel truth about the nature of bright ideas; not all of them have success. In order for an idea to "stick", it must be creative and practical but also attractive for your audience. If they don't catch the attention of the public, who is going to support you? Communicating your ideas in the most attractive way is a skill that you must master and through this in-depth guide about "stick messages" you will become a pro when it comes to having all eyes on your idea. (Note: This summary is wholly written and published by Readtrepreneur It is not affiliated with the original author in any way) "The most basic way to get someone's attention is this: Break a pattern." - Chip Heath Understanding the differences between ideas that thrives and the ones that die is key for your proposal to succeed. In Made to Stick you'll get an in-depth look into the anatomy of successful ideas and how to incorporate their principles into yours. With Charles Kahlenberg's method you'll be able to make your ideas shine brighter than others so it has the attention and support you desire. P.S. Made to Stick is an extremely helpful book that will give your idea the last characteristic it must have to be successful; the public attention. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away! Why Choose Us, Readtrepreneur? ● Highest Quality Summaries ● Delivers Amazing Knowledge ● Awesome Refresher ● Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

### **My Secret**

Before GPS, before the compass, and even before cartography, humankind was navigating. A windswept tree, the depth of a puddle, or a trill of birdsong could point the way home-and, for the alert traveler, they still can. Whether you go exploring in the mountains or on a lunch break, natural navigation will keep you on course and open your eyes to the small wonders of the natural world. Almost anything in our environment can help us find our way-if we know what to look for. Adventurer and navigation expert Tristan Gooley unlocks the directional clues hidden in: the sun, moon, and stars clouds weather patterns lengthening shadows changing tides plant growth and the habits of local wildlife Enriched by helpful illustrations, and filled with navigational anecdotes collected across centuries, continents, and cultures, The Natural Navigator proves that anyone with a curious mind can still find south by looking at the moon-and find adventure in their own backyard.

### **Spiritual Enlightenment:: The Damnedest Thing**

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions--in our lives, careers, families and organizations. In Decisive, Chip Heath and Dan Heath, the bestselling authors of Made to Stick and Switch, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But

given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

### **The Storytelling Animal**

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.

### **Dark Tide Rising**

In this controversial new book, Daisy Christodoulou offers a thought-provoking critique of educational orthodoxy. Drawing on her recent experience of teaching in challenging schools, she shows through a wide range of examples and case studies just how much classroom practice contradicts basic scientific principles. She examines seven widely-held beliefs which are holding back pupils and teachers:

- Facts prevent understanding
- Teacher-led instruction is passive
- The 21st century fundamentally changes everything
- You can always just look it up
- We should teach transferable skills
- Projects and activities are the best way to learn
- Teaching knowledge is indoctrination.

In each accessible and engaging chapter, Christodoulou sets out the theory of each myth, considers its practical implications and shows the worrying prevalence of such practice. Then, she explains exactly why it is a myth, with reference to the principles of modern cognitive science. She builds a powerful case explaining how governments and educational organisations around the world have let down teachers and pupils by promoting and even mandating evidence-less theory and bad practice. This blisteringly incisive and

urgent text is essential reading for all teachers, teacher training students, policy makers, head teachers, researchers and academics around the world.

## **Seven Myths About Education**

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

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

## **Teach Social Media**

Follows one young man from his impoverished childhood with a crack-addicted mother, through his discovery of the sport of football, to his rise to become one of the most successful, highly-paid players in the NFL.

## **The Mona Lisa Mystery**

You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

## **The Blind Side: Evolution of a Game**

"Two prominent social psychologists, specializing in the study of human behavior, provide insight into why we trust the people we do and how to use that knowledge in understanding and influencing people in our own lives, "--NoveList.

## **Magic Words**

The must-read summary of Chip and Dan Heath's book: "Made to Stick: Why Some Ideas Survive and Others Die" This complete summary of the ideas from Chip and Dan Heath's book "Made to Stick" explains what 'sticky' ideas are: ideas that are highly memorable and exceptionally long-lasting in their impact. In this useful

summary, you will find an analysis of some of the most successful sticky ideas of the past, along with a checklist of the six main principles at their core. This book provides you with all the information you need to make your product memorable and to make your own ideas stick. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read the summary of "Made to Stick" and discover how to make your ideas impossible to forget!

### **Touched by the Sun**

The Jazz Standards, a comprehensive guide to the most important jazz compositions, is a unique resource, a browser's companion, and an invaluable introduction to the art form. This essential book for music lovers tells the story of more than 250 key jazz songs, and includes a listening guide to more than 2,000 recordings. Many books recommend jazz CDs or discuss musicians and styles, but this is the first to tell the story of the songs themselves. The fan who wants to know more about a jazz song heard at the club or on the radio will find this book indispensable. Musicians who play these songs night after night now have a handy guide, outlining their history and significance and telling how they have been performed by different generations of jazz artists. Students learning about jazz standards now have a complete reference work for all of these cornerstones of the repertoire. Author Ted Gioia, whose body of work includes the award-winning The History of Jazz and Delta Blues, is the perfect guide to lead readers through the classics of the genre. As a jazz pianist and recording artist, he has performed these songs for decades. As a music historian and critic, he has gained a reputation as a leading expert on jazz. Here he draws on his deep experience with this music in creating the ultimate work on the subject. An introduction for new fans, a useful handbook for jazz enthusiasts and performers, and an important reference for students and educators, The Jazz Standards belongs on the shelf of every serious jazz lover or musician.

### **The Innovator's Dilemma**

When I was a young manager, I thought I understood the importance of hiring top-notch people. Then, at age 32, I got cancer. Being forced to step away from my co-workers for an extended period of time (with one of the options being stepping away forever) made me realize that the people you hire truly make or break your business. In Hire Like You Just Beat Cancer, you'll read short, easy-to-digest chapters filled with detailed examples and time-tested best practices that you can implement immediately at your organization. The lessons I learned when cancer knocked me down helped build me up as a hiring manager, and I apply those lessons aggressively every time I interview a potential employee." AUTHOR JIM RODDY A portion of the proceeds from sales of Hire Like You Just Beat Cancer will be donated to: The Kanzius Cancer Research Foundation and the American Cancer Society through Coaches vs. Cancer."

### **Love to Teach**

New York Times bestselling author Dan Heath explores how to prevent problems

before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? Upstream probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation’s culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we’ve forgotten that we can fix them?

## Contagious

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

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#) [HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)