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# **The Art Of Explanation Making Your Ideas Products And Services Easier To Understand Of Lefever Lee Original Edition On 20 November 2012**

Be CreativeThe Art of Explanation, Enhanced EditionThe Lost Art of Disciple MakingZen and the Art of Motorcycle MaintenanceThe Art of Explanation, Enhanced EditionThe Gutenberg GalaxyThe Book of Ichigo IchieThe 48 Laws of PowerThe Guerilla Art KitPoliticsThe Lonely CityAn Illustrated Book of Bad ArgumentsThe Art of Thinking ClearlyHow To Win Friends and Influence PeopleMen to Avoid in Art and LifeThe Gentle Art of Making EnemiesArt of Candle Making Business StartupThe Art Of Ocarina MakingHookedThe Art of AskingLissaThe War of ArtMarking TimeThe Subtle Art of Not Giving a F\*ckExam Prep for: The Art of Explanation Making your Ideas, The Secret Art of Dr. SeussThe Art of ExplanationCreate This BookHappy MoneyThe Art of War (Illustrated)Interpretable Machine LearningSummary: The Art of ExplanationThe Art of FieldingThe Making and Meaning of ArtInvent To LearnPolymer Clay for BeginnersMaking BeatsTeam Players and TeamworkThe Art of Game DesignSoul-Making

## **Be Creative**

#1 New York Times Bestseller Over 1 million copies

sold In this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we've been told that positive thinking is the key to a happy, rich life. "F\*\*k positivity," Mark Manson says. "Let's be honest, shit is f\*\*ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F\*\*k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f\*\*k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-

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talk, filled with entertaining stories and profane, ruthless humor, *The Subtle Art of Not Giving a F\*\*k* is a refreshing slap for a generation to help them lead contented, grounded lives.

## **The Art of Explanation, Enhanced Edition**

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 Lost Art of Disciple Making**

“A flawless compendium of flaws.” —Alice Roberts, PhD, anatomist, writer, and presenter of *The Incredible Human Journey* The antidote to fuzzy thinking, with furry animals! Have you read (or stumbled into) one too many irrational online debates? Ali Almosawi certainly had, so he wrote *An Illustrated Book of Bad Arguments*! This handy guide is here to bring the internet age a much-needed dose of old-school logic (really old-school, a la Aristotle).

Here are cogent explanations of the straw man fallacy, the slippery slope argument, the ad hominem attack, and other common attempts at reasoning that actually fall short—plus a beautifully drawn menagerie of animals who (adorably) commit every logical faux pas. Rabbit thinks a strange light in the sky must be a UFO because no one can prove otherwise (the appeal to ignorance). And Lion doesn't believe that gas emissions harm the planet because, if that were true, he wouldn't like the result (the argument from consequences). Once you learn to recognize these abuses of reason, they start to crop up everywhere from congressional debate to YouTube comments—which makes this geek-chic book a must for anyone in the habit of holding opinions.

## **Zen and the Art of Motorcycle Maintenance**

The enhanced edition features author Lee Lefever exploring the book's concepts more in-depth with his iconic CommonCraft approach.

## **The Art of Explanation, Enhanced Edition**

The author examines artistic experience with the eye of an analyst and analytic experience with the eye of an artist. His writing is understood and practised as an operation, a process which seeks to merge the individual and the general, subjective and objective, the psychological and the spiritual.

## **The Gutenberg Galaxy**

FOREWORD BY BRENE BROWN and POSTSCRIPT  
FROM BRAIN PICKINGS CREATOR MARIA POPOVA Rock  
star, crowdfunding pioneer, and TED speaker Amanda  
Palmer knows all about asking. Performing as a living  
statue in a wedding dress, she wordlessly asked  
thousands of passersby for their dollars. When she  
became a singer, songwriter, and musician, she was  
not afraid to ask her audience to support her as she  
surfed the crowd (and slept on their couches while  
touring). And when she left her record label to strike  
out on her own, she asked her fans to support her in  
making an album, leading to the world's most  
successful music Kickstarter. Even while Amanda is  
both celebrated and attacked for her fearlessness in  
asking for help, she finds that there are important  
things she cannot ask for-as a musician, as a friend,  
and as a wife. She learns that she isn't alone in this,  
that so many people are afraid to ask for help, and it  
paralyzes their lives and relationships. In this  
groundbreaking book, she explores these barriers in  
her own life and in the lives of those around her, and  
discovers the emotional, philosophical, and practical  
aspects of THE ART OF ASKING. Part manifesto, part  
revelation, this is the story of an artist struggling with  
the new rules of exchange in the twenty-first century,  
both on and off the Internet. THE ART OF ASKING will  
inspire readers to rethink their own ideas about  
asking, giving, art, and love.

## **The Book of Ichigo Ichie**

Men to Avoid in Art and Life pairs classical fine art  
with modern captions that epitomize the spirit of

mansplaining. This hilarious book perfectly captures those relatable moments when a man explains to a woman a subject about which he knows considerably less than she does. Situations include men sharing keen insight on the female anatomy, an eloquent defense of catcalling, or offering sage advice about horseback riding to the woman who owns the horse. • These less qualified men of antiquity dish out mediocrity as if it's pure genius • For the women who have endured overbearing men over the centuries • Written with hilariously painful accuracy "Now, when you're riding a horse, you need to make sure to keep a good grip on the reins." "These are my horses." Through cringe-induced empathy, this timeless gift book of shared experiences unites women across history in one of the most powerful forms of resistance: laughter. • Started as a Twitter thread and quickly gained widespread popularity. • Makes a perfect book for women and feminists with a wry sense of humor, millennials, anyone who loves memes and Internet humor, as well as history and art buffs. • You'll love this book if you love books like Men Explain Things to Me by Rebecca Solnit, Milk and Vine: Inspirational Quotes from Classic Vines by Emily Beck, and Awards For Good Boys: Tales Of Dating, Double Standards, And Doom by Shelby Lorman.

## **The 48 Laws of Power**

As Anna and Layla reckon with illness, risk, and loss in different ways, they learn the power of friendship and the importance of hope.

The enhanced edition features author Lee Lefever exploring the book's concepts more in-depth with his iconic CommonCraft approach.

## **Politics**

The Art of War (孙子兵法), literally The Laws of War (military methods) by Master Sun is the most famous ancient Chinese treatise, dedicated to a military strategy and policy, written by Sun Tzu. As Sun Tzu said the art of war is of vital importance to the State. The treatise by Sun Tzu influenced crucially on a whole military art of the East. Although it is the first treatise on the military art, it includes clearly expressed common principles of strategy as well as tactics. A special place in a military theoretical literature belongs to comments on Sun Tzu, the earliest of which appeared in the Han era (206-220 AD), and the new ones are still being created  
Illustrated by D. Fisher.

## **The Lonely City**

The must-read summary of Lee Lefever's book: "The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand". This complete summary of the ideas from Lee Lefever's book "The Art of Explanation" shows that the key to successfully selling products and services is ensuring that they are easy to understand for customers. This summary highlights the three-part process you need to master

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in order to create great explanations that works: plan, package and present. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Art of Explanation" and discover the key to making your products understandable and accessible to all.

## **An Illustrated Book of Bad Arguments**

In this exciting new book Angela McRobbie charts the 'euphoric' moment of the new creative economy, as it rose to prominence in the UK during the Blair years, and considers it from the perspective of contemporary experience of economic austerity and uncertainty about work and employment. McRobbie makes some bold arguments about the staging of creative economy as a mode of 'labour reform'; she proposes that the disposition of creativity is a fine-tuned instrument for acclimatising the expanded, youthful urban middle classes to a future of work without the raft of entitlements and security which previous generations had struggled to win through the post-war period of social democratic government. Adopting a cultural studies perspective, McRobbie reconsiders resistance as 'line of flight' and shows what is at stake in the new politics of culture and creativity. She incisively analyses 'project working' as the embodiment of the future of work and poses the question as to how people who come together on this basis can envisage developing stronger and more protective organisations and associations. Scattered throughout the book are excerpts from interviews with artists, stylists, fashion designers,

## **The Art of Thinking Clearly**

Politics is a work of political philosophy by Aristotle, a 4th-century BC Greek philosopher. The end of the Nicomachean Ethics declared that the inquiry into ethics necessarily follows into politics, and the two works are frequently considered to be parts of a larger treatise, or perhaps connected lectures, dealing with the "philosophy of human affairs." The title of the Politics literally means "the things concerning the polis." Aristotle's Politics is divided into eight books which are each further divided into chapters. Citations of this work, as with the rest of the works of Aristotle, are often made by referring to the Bekker section numbers. Politics spans the Bekker sections 1252a to 1342b. After studying a number of real and theoretical city-states' constitutions, Aristotle classified them according to various criteria. On one side stand the true (or good) constitutions, which are considered such because they aim for the common good, and on the other side the perverted (or deviant) ones, considered such because they aim for the well being of only a part of the city. The constitutions are then sorted according to the "number" of those who participate to the magistracies: one, a few, or many. Aristotle's sixfold classification is slightly different from the one found in The Statesman by Plato. The diagram above illustrates Aristotle's classification. The literary character of the Politics is subject to some dispute, growing out of the textual difficulties that attended the loss of Aristotle's works. Book III ends

with a sentence that is repeated almost verbatim at the start of Book VII, while the intervening Books IV–VI seem to have a very different flavor from the rest; Book IV seems to refer several times back to the discussion of the best regime contained in Books VII–VIII. Some editors have therefore inserted Books VII–VIII after Book III.

## **How To Win Friends and Influence People**

We are living in a golden age of self-expression. The explosion of user-created content on blogs and social networking sites moved Time magazine to name "You" their 2006 person of the year. But while we may be spending a lot more time in virtual worlds, we have not lost the urge to make our physical world more meaningful. By leaving art and ideas in public places, you can affect someone's daychange their mood or their mindand maybe even change the world in the process! The Guerilla Art Kit shows how small artistic acts can start a revolution. Keri Smith, noted author of Living Out Loud and the blog Wish Jar Journal, uses her unique drawing and handwriting style to help anyone find and release their inner artist or activist. This visually exciting activity bookfull of step-by-step exercises, cut-out projects, sticker ideas, and morehas both fun assignments and handy tips to help you unleash your creative energy into the streets, where you can really make an impact. From the quick exercisesleaving books for strangers to find, chalking quotes on the sidewalkto the more involvedmaking a "wish tree," guerilla gardening, or making your own stencilsThe Guerilla Art Kit contains everything you

need to put your message out into the world.

## **Men to Avoid in Art and Life**

"You can be lonely anywhere, but there is a particular flavor to the loneliness that comes from living in a city, surrounded by thousands of strangers. The Lonely City is a roving cultural history of urban loneliness, centered on the ultimate city: Manhattan, that teeming island of gneiss, concrete, and glass. What does it mean to be lonely? How do we live, if we're not intimately involved with another human being? How do we connect with other people, particularly if our sexuality or physical body is considered deviant or damaged? Does technology draw us closer together or trap us behind screens? Olivia Laing explores these questions by travelling deep into the work and lives of some of the century's most original artists, among them Andy Warhol, David Wojnarowicz, Edward Hopper, Henry Darger and Klaus Nomi. Part memoir, part biography, part dazzling work of cultural criticism, The Lonely City is not just a map, but a celebration of the state of loneliness. It's a voyage out to a strange and sometimes lovely island, adrift from the larger continent of human experience, but visited by many - millions, say - of souls"--

## **The Gentle Art of Making Enemies**

What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavor—be it starting up a dream business venture, writing a novel,

or painting a masterpiece? The War of Art identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. The War of Art emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline. Think of it as tough love . . . for yourself.

## **Art of Candle Making Business Startup**

Your guide to becoming an explanation specialist. You've done the hard work. Your product or service works beautifully - but something is missing. People just don't see the big idea - and it's keeping you from being successful. Your idea has an explanation problem. The Art of Explanation is for business people, educators and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short animated videos. He is your guide to helping audiences fall in love with your ideas, products or services through better explanations in any medium. You will learn to: Plan: Learn explanation basics, what causes them to fail and how to diagnose explanation problems. Package: Using simple elements, create an explanation strategy that builds confidence and motivates your audience. Present: Produce remarkable explanations with visuals and media. The Art of Explanation is your

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invitation to become an explanation specialist and see why explanation is now a fundamental skill for professionals.

## **The Art Of Ocarina Making**

Anyone can master the fundamentals of game design - no technological expertise is necessary. The Art of Game Design: A Book of Lenses shows that the same basic principles of psychology that work for board games, card games and athletic games also are the keys to making top-quality videogames. Good game design happens when you view your game from many different perspectives, or lenses. While touring through the unusual territory that is game design, this book gives the reader one hundred of these lenses - one hundred sets of insightful questions to ask yourself that will help make your game better. These lenses are gathered from fields as diverse as psychology, architecture, music, visual design, film, software engineering, theme park design, mathematics, writing, puzzle design, and anthropology. Anyone who reads this book will be inspired to become a better game designer - and will understand how to do it.

## **Hooked**

## **The Art of Asking**

Start making beautiful crafts from polymer clay! Art Makers: Polymer Clay for Beginners is your step-by-

step guide to making trinkets, animals, plants, and more using this fun, easy, and kiln-free craft. Polymer Clay for Beginners introduces artists, art hobbyists, and polymer clay enthusiasts to the versatile, accessible polymer clay medium. Because polymer clay does not require the use of a kiln and needs only baking in the oven, it is an easy, approachable art form for even the most inexperienced artist to learn, as well as kids, families, teachers, and anyone else looking for a fun, boredom-busting hobby or craft. Professional artist and owner of Cat Bear Express, Emily Chen, demonstrates how to make adorable animal figurines, flowers, cookies, cakes, beads, and more through easy step-by-step projects. Each project features colorful, styled photographs demonstrating how finished pieces can be used, displayed, and gifted. A comprehensive tools and materials section and detailed information on techniques, baking, and glazing guide artists in their quest to become polymer clay pros. A modern approach to sculpture art, polymer clay is the perfect choice for beginners and crafting enthusiasts. The Art Makers series is designed for beginning artists and arts-and-crafts enthusiasts who are interested in experiencing fun hands-on mediums, including embroidery and papier-mache.

## **Lissa**

## **The War of Art**

Now in hardcover, this practical guide has become

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known worldwide as the "bible of the classroom maker movement." It provides K-12 educators with the how, why, and cool stuff that supports every classroom becoming a makerspace where kids and teachers learn together through direct experience with an assortment of high and low-tech materials.

## **Marking Time**

"Every believer in Jesus Christ deserves the opportunity of personal nurture and development." says LeRoy Eims. But all too often the opportunity isn't there. We neglect the young Christian in our whirl of programs, church services, and fellowship groups. And we neglect to raise up workers and leaders who can disciple young believers into mature and fruitful Christians. In simple, practical, and biblical terms, LeRoy Eims revives the lost art of disciple making. He explains: - How the early church disciplined new Christians - How to meet the basic needs of a growing Christian - How to spot and train potential workers - How to develop mature, godly leaders "True growth takes time and tears and love and patience," Eims states. There is no instant maturity. This book examines the growth process in the life of a Christian and considers what nurture and guidance it takes to develop spiritually qualified workers in the church.

## **The Subtle Art of Not Giving a F\*ck**

Ken Honda—Japan's #1 bestselling personal development guru—teaches you how to achieve peace of mind when it comes to money with this

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instant national bestseller. Too often, money is a source of fear, stress, and anger, often breaking apart relationships and even ruining lives. We like to think money is just a number or a piece of paper, but it is so much more than that. Money has the ability to smile, it changes when it is given with a certain feeling, and the energy with which it imbues us impacts not only ourselves, but others as well. Although Ken Honda is often called a “money guru,” his real job over the past decade has been to help others discover the tools they already possess to heal their own lives and relationships with money. Learn how to treat money as a welcome guest, allowing it to come and go with respect and without resentment; understand and improve your money EQ; unpack the myth of scarcity; and embrace the process of giving money, not just receiving it. This book isn’t to fix you, because as Ken Honda says, you’re already okay!

## **Exam Prep for: The Art of Explanation Making your Ideas,**

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.

## **The Secret Art of Dr. Seuss**

### **The Art of Explanation**

Nicole Fleetwood enters American prisons to explore the creativity flourishing there. Though isolated and degraded, incarcerated artists produce bold works that testify to the economic and racial injustice of American punishment. These pieces, many published here for the first time, offer a new vision of freedom for the twenty-first century.

### **Create This Book**

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the

definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

## **Happy Money**

Based on ten years of research among hip-hop producers, *Making Beats* was the first work of scholarship to explore the goals, methods, and values of a surprisingly insular community. Focusing on a variety of subjects—from hip-hop artists’ pedagogical methods to the Afrodiasporic roots of the sampling process to the social significance of “digging” for rare records—Joseph G. Schloss examines the way hip-hop artists have managed to create a form of expression that reflects their creative aspirations, moral beliefs,

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political values, and cultural realities. This second edition of the book includes a new foreword by Jeff Chang and a new afterword by the author.

## **The Art of War (Illustrated)**

The accompanying Study Guide serves as a valuable tool for student learning. For each chapter of the book, the study guide provides students with review exercises as well as practice tests using a variety of question formats.

## **Interpretable Machine Learning**

"Learn to make every moment a once-in-a-lifetime experience with this definitive guide to the Japanese art of *ichigo ichie* (pronounced itchy-GO itchy-A), from the bestselling authors of *Ikigai*. Every moment in our life happens only once, and if we let it slip away, we lose it forever--an idea captured by the Japanese phrase *ichigo ichie*. Often spoken in Japan when greeting someone or saying goodbye, to convey that the encounter is unique and special, it is a tenet of Zen Buddhism and is attributed to a sixteenth-century master of the Japanese tea ceremony, or 'ceremony of attention,' whose intricate rituals compel us to focus on the present moment. From this age-old concept comes a new kind of mindfulness"

## **Summary: The Art of Explanation**

Acclaimed as one of the most exciting books in the history of American letters, this modern epic became

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an instant bestseller upon publication in 1974, transforming a generation and continuing to inspire millions. This 25th Anniversary Quill Edition features a new introduction by the author; important typographical changes; and a Reader's Guide that includes discussion topics, an interview with the author, and letters and documents detailing how this extraordinary book came to be. A narration of a summer motorcycle trip undertaken by a father and his son, the book becomes a personal and philosophical odyssey into fundamental questions of how to live. The narrator's relationship with his son leads to a powerful self-reckoning; the craft of motorcycle maintenance leads to an austerely beautiful process for reconciling science, religion, and humanism. Resonant with the confusions of existence, *Zen and the Art of Motorcycle Maintenance* is a touching and transcendent book of life.

## **The Art of Fielding**

A collection of private works by the late Theodor Geisel, otherwise known as Dr. Seuss, encompasses the highly creative and often whimsical paintings that he created for his own pleasure, as provided by his wife Audrey. 40,000 first printing.

## **The Making and Meaning of Art**

## **Invent To Learn**

A two-part book that first shows how to get started

with candle making, describing all the steps needed to take to make a first batch of candles. In the second part of the book, the author describes all that is needed to know about turning your new found candle making skills into a successful business.

## **Polymer Clay for Beginners**

Praise for Team Players and Teamwork "In the new edition of Team Players and Teamwork Glenn Parker updates his landmark compendium on the essential effect of cross-functional teamwork to encompass the added complexities of globalization facing team leaders and team members in the twenty-first century. Anyone participating on or managing members of a cross-functional team will benefit from reading this essential guide to successful teamwork." -Jeffrey W. Warmke, vice president, global project management and leadership, Daiichi Sankyo Pharma Development "Glenn Parker has the unique combination of sound thinking and clear writing. In his recent version of Team Players and Teamwork he succeeds in taking this combination of skills to a higher level." -Sivasilam "Thiagi" Thiagarajan, president, Workshops by Thiagi, Inc. "Glenn's book is a must-read for team leaders and team members who are looking for a comprehensive set of tools and ideas to help teams perform more effectively. Glenn offers practical wisdom-based on years of first-hand experience-that is unparalleled in the field of team dynamics." -Robert Hoffman, executive director, organization development and talent management, oncology business unit, Novartis Pharmaceuticals

## **Making Beats**

Create This Book is the ultimate outlet for creativity. Includes 242 pages of unique and inspiring prompts to get you in the creative zone! Whether you are trying to get past an artist's block, wanting to become more creative, or just looking to have some fun, you will love this interactive journal! Want to learn more? Check out "Create This Book" on Youtube! You can watch Moriah Elizabeth's "Create This Book" Series! Great for inspiration and guidance on your creative journey! Go to [MoriahElizabeth.com](http://MoriahElizabeth.com) for more information.

## **Team Players and Teamwork**

At Westish College, a small school on the shore of Lake Michigan, baseball star Henry Skrimshander seems destined for big league stardom. But when a routine throw goes disastrously off course, the fates of five people are upended. Henry's fight against self-doubt threatens to ruin his future. College president Guert Affenlight, a longtime bachelor, has fallen unexpectedly and helplessly in love. Owen Dunne, Henry's gay roommate and teammate, becomes caught up in a dangerous affair. Mike Schwartz, the Harpooners' team captain and Henry's best friend, realizes he has guided Henry's career at the expense of his own. And Pella Affenlight, Guert's daughter, returns to Westish after escaping an ill-fated marriage, determined to start a new life. As the

season counts down to its climactic final game, these five are forced to confront their deepest hopes, anxieties, and secrets. In the process they forge new bonds, and help one another find their true paths. Written with boundless intelligence and filled with the tenderness of youth, *The Art of Fielding* is an expansive, warmhearted novel about ambition and its limits, about family and friendship and love, and about commitment--to oneself and to others.

## **The Art of Game Design**

Have you ever . . . Invested time in something that, in hindsight, just wasn't worth it? Paid too much in an eBay auction? Continued to do something you knew was bad for you? Sold stocks too late, or too early? Taken credit for success, but blamed failure on external circumstances? Backed the wrong horse? These are examples of what the author calls cognitive biases, simple errors all of us make in day-to-day thinking. But by knowing what they are and how to identify them, we can avoid them and make better choices: whether in dealing with personal problems or business negotiations, trying to save money or earn profits, or merely working out what we really want in life—and strategizing the best way to get it. Already an international bestseller, *The Art of Thinking Clearly* distills cutting-edge research from behavioral economics, psychology, and neuroscience into a clever, practical guide for anyone who's ever wanted to be wiser and make better decisions. A novelist, thinker, and entrepreneur, Rolf Dobelli deftly shows that in order to lead happier, more prosperous lives,

we don't need extra cunning, new ideas, shiny gadgets, or more frantic hyperactivity—all we need is less irrationality. Simple, clear, and always surprising, this indispensable book will change the way you think and transform your decision making—at work, at home, every day. From why you shouldn't accept a free drink to why you should walk out of a movie you don't like, from why it's so hard to predict the future to why you shouldn't watch the news, *The Art of Thinking Clearly* helps solve the puzzle of human reasoning.

## **Soul-Making**

The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed 'global village' that would emerge in the late-twentieth and twenty-first centuries — despite having been written when black-and-white television was ubiquitous. This new edition of *The Gutenberg Galaxy* celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates *The Gutenberg Galaxy* for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new

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introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, *The Gutenberg Galaxy* is an indispensable road map for our evolving communication landscape.

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