

The Wide Lens What Successful Innovators See That Others Miss

This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program. For many years Video Production Handbook has helped students and program-makers in a wide range of organizations. Now in its thoroughly revised 3rd edition, Video Production Handbook guides you step-by-step, explaining how to develop your initial program ideas, and build them into a successful working format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, video editing...etc. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based on the author's personal experience. In this extended edition, you will see how you can use quite modest chromakey facilities and visual effects to create the magic of virtual reality surroundings. Gerald Millerson's internationally acclaimed writings are based on a long and distinguished career with the BBC. His lecturing background includes TV production courses in the United States and UK. His other books for Focal Press have become standard works in a number of languages, and include his classic course text Television Production 13th ed, Effective TV Production 3rd ed, Video Camera Techniques 2nd ed, Lighting for TV and Film 3rd ed, Lighting for Video 3rd ed and TV Scenic Design.

How to succeed in an era of ecosystem-based disruption: strategies and tools for offense, defense, timing, and leadership in a changing competitive landscape. The basis of competition is changing. Are you prepared? Rivalry is shifting from well-defined industries to broader ecosystems: automobiles to mobility platforms; banking to fintech; television broadcasting to video streaming. Your competitors are coming from new directions and pursuing different goals from those of your familiar rivals. In this world, succeeding with the old rules can mean losing the new game. Winning the Right Game introduces the concepts, tools, and frameworks necessary to confront the threat of ecosystem disruption and to develop the strategies that will let your organization play ecosystem offense. To succeed in this world, you need to change your perspective on competition, growth, and leadership. In this book, strategy expert Ron Adner offers a new way of thinking, illustrating breakthrough ideas with compelling cases. How did a strategy of ecosystem defense save Wayfair and Spotify from being crushed by giants Amazon and Apple? How did Oprah Winfrey redraw industry boundaries to transition from television host to multimedia mogul? How did a shift to an alignment mindset enable Microsoft's cloud-based revival? Each was rooted in a new approach to competitors, partners, and timing that you can apply to your own organization. For today's leaders the difference between success and failure is no longer simply winning, but rather being sure that you are winning the right game.

There is no shortage of lens optimization software on the market to deal with today's complex optical systems for all sorts of custom and standardized applications. But all of these software packages share one critical flaw: you still have to design a starting solution. Continuing the bestselling tradition of the author's previous books, Lens Design, Fourth Edition is still the most complete and reliable guide for detailed design information and procedures for a wide range of optical systems. Milton Laikin draws on his varied and extensive experience, ranging from innovative cinematographic and special-effects optical systems to infrared and underwater lens systems, to cover a vast range of special-purpose optical systems and their detailed design and analysis. This edition has been updated to replace obsolete glass types and now includes several new designs and sections on stabilized systems, the human eye, spectrographic systems, and diffractive systems. A new CD-ROM accompanies this edition, offering extensive lens prescription data and executable ZEMAX files corresponding to figures in the text. Filled with sage advice and completely illustrated, Lens Design, Fourth Edition supplies hands-on guidance for the initial design and final optimization for a plethora of commercial, consumer, and specialized optical systems.

A NATIONAL BESTSELLER * A NEW YORK TIMES BOOK REVIEW EDITORS' CHOICE "An invigorating work, deadly precise in its skewering of people, places and things . . . Stylish, despairing and very funny, Fake Accounts . . . adroitly maps the dwindling gap between the individual and the world." —Katie Kitamura, The New York Times Book Review A woman in a tailspin discovers that her boyfriend is an anonymous online conspiracy theorist in this "absolutely brilliant take on the bizarre and despicable ways the internet has warped our perception of reality" (Elle, One of the Most Anticipated Books of the Year). On the eve of Donald Trump's inauguration, a young woman snoops through her boyfriend's phone and makes a startling discovery: he's an anonymous internet conspiracy theorist, and a popular one at that. Already fluent in internet fakery, irony, and outrage, she's not exactly shocked by the revelation. Actually, she's relieved--he was always a little distant--and she plots to end their floundering relationship while on a trip to the Women's March in DC. But this is only the first in a series of bizarre twists that expose a world whose truths are shaped by online lies. Suddenly left with no reason to stay in New York and increasingly alienated from her friends and colleagues, our unnamed narrator flees to Berlin, embarking on her own cycles of manipulation in the deceptive spaces of her daily life, from dating apps to expat meetups, open-plan offices to bureaucratic waiting rooms. She begins to think she can't trust anyone--shouldn't the feeling be mutual? Narrated with seductive confidence and subversive wit, Fake Accounts challenges the way current conversations about the self and community, delusions and gaslighting, and fiction and reality play out in the internet age.

How can great companies do everything right—identify real customer needs, deliver excellent innovations, beat their competitors to market—and still fail? The truth is that many companies fail because they focus too intensely on their own innovations, while neglecting the ecosystems on which their success depends. In our increasingly interdependent world, winning requires more than just delivering on your own promises. It means ensuring that a host of partners—some visible, some hidden—deliver on their promises, too. Ron Adner draws on over a decade of research and field testing to reveal the hidden structure of success, from Michelin's failed run-flat tires to Apple's path to market dominance. The Wide Lens offers a powerful new set of frameworks and tools that will multiply your odds of innovation success.

Actions have consequences--and the ability to learn from them revolutionized life on earth. While it's easy enough to see that consequences are important (where would we be without positive reinforcement?), few have heard there's a science of consequences, with principles that affect us every day. Despite their variety, consequences appear to follow a common set of scientific principles and share some similar effects in the brain--such as the "pleasure centers." Nature and nurture always work together, and scientists have demonstrated that learning from consequences predictably activates genes and restructures the brain. Applications are everywhere--at home, at work, and at school, and that's just for starters. Individually and societally, for

example, self-control pits short-term against long-term consequences. Ten years in the making, this award-winning book tells a tale ranging from genetics to neurotransmitters, from emotion to language, from parenting to politics, taking an inclusive interdisciplinary approach to show how something so deceptively simple can help make sense of so much.

The miracle of life—for a new generation. The completely revised fifth edition of the beloved classic offers an astonishing glimpse of the world within the womb alongside authoritative advice for expectant parents. Deep inside a woman's body, a miracle occurs. An egg and sperm meet and a new human being is created. Through the unique photographs of Lennart Nilsson, we see the fascinating process of fertilization unfold and watch as an embryo develops from a tiny cluster of cells into a fetus, growing and maturing day by day until the time comes to meet the world outside the womb. The book also describes pregnancy from a parent's perspective, diving into maternity care, health during pregnancy, prenatal testing, and labor and delivery. First published nearly fifty years ago, *A Child Is Born* broke astonishing new ground, bringing the magic of pregnancy and birth to life. This is the fifth edition of the beloved international classic, which teams Nilsson's classic medical photographs with new documentary photographs by Linda Forsell and a revised text by professor Lars Hamberger and midwife Gudrun Abascal.

Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels. Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace—rather than the process of designing a distribution channel from scratch—it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice. Introduces an organizing framework of pull and push marketing for how suppliers work together with their channel partners Integrates across physical and digital, independent and company-owned, routes to market Maps the functions of traditional and newer intermediaries in the channel ecosystem and identifies the root causes of conflict between them Provides tools and frameworks for how much distribution coverage is required and where Shows how product line, pricing, trade promotions, and other channel incentives can help to coordinate multiple channels and manage conflict Illustrates how push and pull metrics can be combined into valuable dashboards for identifying positive feedback opportunities and sustaining the channel partnership With the help of *Getting Multi-Channel Distribution Right* you'll discover how to successfully develop, execute, and adapt distribution strategy to the evolving marketplace.

Winner of the National Outdoor Book Award for Natural History "After reading *Super Fly*, you will never take a fly for granted again. Thank you, Jonathan Balcombe, for reminding us of the infinite marvels of everyday creatures." —Sy Montgomery, Author of *How to Be a Good Creature* From an expert in animal consciousness, a book that will turn the fly on the wall into the elephant in the room. For most of us, the only thing we know about flies is that they're annoying, and our usual reaction is to try to kill them. In *Super Fly*, the myth-busting biologist Jonathan Balcombe shows the order Diptera in all of its diversity, illustrating the essential role that flies play in every ecosystem in the world as pollinators, waste-disposers, predators, and food source; and how flies continue to reshape our understanding of evolution. Along the way, he reintroduces us to familiar foes like the fruit fly and mosquito, and gives us the chance to meet their lesser-known cousins like the Petroleum Fly (the only animal in the world that breeds in crude oil) and the Chocolate Midge (the sole pollinator of the Cacao tree). No matter your outlook on our tiny buzzing neighbors, *Super Fly* will change the way you look at flies forever. Jonathan Balcombe is the author of four books on animal sentience, including the New York Times bestselling *What A Fish Knows*, which was nominated for the PEN/E.O. Wilson Award for Science Writing. He has worked for years as a researcher and educator with the Humane society to show us the consciousness of other creatures, and here he takes us to the farthest reaches of the animal kingdom.

Global Medieval Contexts 500–1500: Connections and Comparisons provides a unique wide-lens introduction to world history during this period. Designed for students new to the subject, this textbook explores vital networks and relationships among geographies and cultures that shaped medieval societies. The expert author team aims to advance a global view of the period and introduce the reader to histories and narratives beyond an exclusively European context. Key Features: Divided into chronological sections, chapters are organized by four key themes: Religion, Economics, Politics, and Society. This framework enables students to connect wider ideas and debates across 500 to 1500. Individual chapters address current theoretical discussions, including issues around gender, migration, and sustainable environments. The authors' combined teaching experience and subject specialties ensure an engaging and accessible overview for students of history, literature, and those undertaking general studies courses. Theory boxes and end-of-chapter questions provide a basis for group discussion and research. Full-color maps and images illustrate chapter content and support understanding. As a result, this text is essential reading for all those interested in learning more about the histories and cultures of the period, as well as their relevance to our own contemporary experiences and perspectives. This textbook is supported by a companion website providing core resources for students and lecturers.

#1 NEW YORK TIMES BESTSELLER • Discover the life-changing memoir that has inspired millions of readers through the Academy Award®-winning actor's unflinching honesty, unconventional wisdom, and lessons learned the hard way about living with greater satisfaction. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE GUARDIAN "McConaughey's book invites us to grapple with the lessons of his life as he did—and to see that the point was never to win, but to understand."—Mark Manson, author of *The Subtle Art of Not Giving a F*ck* I've been in this life for fifty years, been trying to work out its riddle for forty-two, and been keeping diaries of clues to that riddle for the last thirty-five. Notes about successes and failures, joys and sorrows, things that made me marvel, and things that made me laugh out loud. How to be fair. How to have less stress. How to have fun. How to hurt people less. How to get hurt less. How to be a good man. How to have meaning in life. How to be more me. Recently, I worked up the courage to sit down with those diaries. I found stories I experienced, lessons I learned and forgot, poems, prayers, prescriptions, beliefs about what matters, some great photographs, and a whole bunch of bumper stickers. I found a reliable theme, an approach to living that gave me more satisfaction, at the time, and still: If you know how, and when, to deal with life's challenges—how to get relative with the inevitable—you can enjoy a state of success I call "catching greenlights." So I took a one-way ticket to the desert and wrote this book: an album, a record, a story of my life so far. This is fifty years of my sights and seens, felts and figured-outs, cools and shamefuls. Graces, truths, and beauties of brutality. Getting away withs, getting caughts, and getting wets while trying to dance between the raindrops. Hopefully, it's medicine that tastes good, a couple of aspirin instead of the infirmary, a spaceship to Mars without needing your pilot's license, going to church without having to be born again, and laughing through the tears. It's a love letter. To life. It's also a guide to catching more greenlights—and to realizing that the yellows and reds eventually turn green too. Good luck.

Everyone wants happiness and success, yet the pursuit of both has never been more elusive. As work and personal demands rise, we try to keep up by juggling everything better, moving faster, and doing more. While we might succeed in the short term, this approach comes at a high cost in the long term: it hurts our well-being, our relationships, and—paradoxically—our productivity. In this life-changing book, Emma Seppälä explains that the reason we are burning ourselves out is that we fall for outdated theories of success. We are taught that getting ahead means doing everything that's thrown at us with razor-sharp focus and iron discipline, that success depends on our drive and talents,

and that achievement cannot happen without stress. The Happiness Track demolishes these counterproductive theories. Drawing on the latest scientific research on happiness, resilience, willpower, compassion, positive stress, creativity, and mindfulness, Seppälä demonstrates that being happy is the most productive thing we can do to thrive—whether at work or at home. She shares practical strategies for applying these scientific findings to our daily lives. A fulfilling, successful, and anxiety-free life is within your reach. The Happiness Track will show you the way. Happiness Is the Fast Track to Success “Are you a hard-driving, multitasking, conscientiously striving professional? Then your ideas about success are probably all wrong—and you need The Happiness Track, Dr. Emma Seppälä’s investigation into the counter-intuitive factors that create career and life success. The best news of all? All these skills are well within your grasp.”—Daniel H. Pink, author of *Drive* and *A Whole New Mind* “Emma Seppälä convinces us that reconfiguring our brain for happiness can change the way our lives unfold and the way we approach success. A worthwhile read for anyone who wants to achieve a successful and fulfilling life.”—Amy Cuddy, professor at Harvard Business School and author of *Presence* “Backed by extensive research in psychology and neuroscience, The Happiness Track offers a wealth of insight on changing how we approach our work, our personal lives, and our relationships. It’s a carefully researched, engaging look at how to improve ourselves without losing our authenticity or our sanity.”—Adam Grant, Wharton professor and New York Times bestselling author of *Give and Take* and *Originals* “Through her research-backed strategies, Emma Seppälä teaches us not only how to thrive in our chosen profession, but how to stay true to ourselves—and enjoy every moment of the process.”—Susan Cain, cofounder of Quiet Revolution and New York Times bestselling author of *Quiet* “For decades we’ve been tied to theories of success that have burned us out and driven us into the ground—because we don’t know of any alternatives. The Happiness Track provides us with a highly readable, science-backed solution to obtaining sustainable success, the sort of success we are all really striving for, that leaves us fulfilled, happy, and healthy.”—Scott Barry Kaufman, Ph.D., scientific director at the Imagination Institute at the University of Pennsylvania

Read Bruce Frankel's posts on the Penguin Blog "This wise and inspiring book hands down an important message: Happiness is abundant at any age, and only you can limit your options." -The Boston Globe In today's world, the question "What should I do with my life?" only scratches the surface. Now, more and more people—from baby boomers retiring from their "first act" to people in their forties and fifties reconsidering their careers in a recovering economy—are finding themselves wondering how to find new stimulation and meaningful work over a lifetime. Bringing together a diverse array of stories, veteran journalist Bruce Frankel brings to life a mesmerizing series of profiles of men and women who discovered a new calling, success, or purpose later in life. Brimming with inspiration and humanity, *What Should I Do with the Rest of My Life?* celebrates activists, artists, entrepreneurs, filmmakers, and others who found extraordinary ways to experience true fulfillment in the second half of life. On these pages, readers will meet a civil servant, laid off at age fifty-two, who enrolled in graduate school, earning a Ph.D. in psychology; a former consultant who began a microfinance program in Africa; a longtime contact-lens grinder who has chiseled twelve hundred stone heads on a property now known as the "Easter Island of the Hudson"; and many others who proved that age is a spark—not a barrier. Full of spirit and plenty of chutzpah, this book shows that anything is possible in any stage of life.

How can great companies do everything right - identify real customer needs, deliver excellent innovations, beat their competitors to market - and still fail? The sad truth is that many companies fail because they focus too intensely on their own innovations, and then neglect the innovation ecosystems on which their success depends. In our increasingly interdependent world, winning requires more than just delivering on your own promises. It means ensuring that a host of partners -some visible, some hidden- deliver on their promises, too. In *The Wide Lens*, innovation expert Ron Adner draws on over a decade of research and field testing to take you on far ranging journeys from Kenya to California, from transport to telecommunications, to reveal the hidden structure of success in a world of interdependence. A riveting study that offers a new perspective on triumphs like Amazon's e-book strategy and Apple's path to market dominance; monumental failures like Michelin with run-flat tires and Pfizer with inhalable insulin; and still unresolved issues like electric cars and electronic health records, *The Wide Lens* offers a powerful new set of frameworks and tools that will multiply your odds of innovation success. *The Wide Lens* will change the way you see, the way you think - and the way you win.

Covid-19 and Governance focuses on the relationship between governance institutions and approaches to Covid-19 and health outcomes. Bringing together analyses of Covid-19 developments in countries and regions across the world with a wide-angle lens on governance, this volume asks: what works, what hasn't and isn't, and why? Organized by region, the book is structured to follow the spread of Covid-19 in the course of 2020, through Asia, the Middle East, Europe, the Americas, and Africa. The analyses explore a number of key themes, including public health systems, government capability, and trust in government—as well as underlying variables of social cohesion and inequality. This volume combines governance, policies, and politics to bring wide international scope and analytical depth to the study of the Covid-19 pandemic. Together the authors represent a diverse and formidable database of experience and understanding. They include sociologists, anthropologists, scholars of development studies and public administration, as well as MD specialists in public health and epidemiology. Engaged and free of jargon, this book speaks to a wide global public—including scholars, students, and policymakers—on a topic that has profound and broad appeal.

When Richard Nisbett showed an animated underwater scene to his American students, they zeroed in on a big fish swimming among smaller fish. Japanese subjects, on the other hand, made observations about the background environment...and the different "seeings" are a clue to profound underlying cognitive differences between Westerners and East Asians. As Professor Nisbett shows in *The Geography of Thought* people actually think - and even see - the world differently, because of differing ecologies, social structures, philosophies, and educational systems that date back to ancient Greece and China, and that have survived into the modern world. As a result, East Asian thought is "holistic" - drawn to the perceptual field as a whole, and to relations among objects and events within that field. By comparison to Western modes of reasoning, East Asian thought relies far less on categories, or on formal logic; it is fundamentally dialectic, seeking a "middle way" between opposing thoughts. By contrast, Westerners focus on salient objects or people, use attributes to assign them to categories, and apply rules of formal logic to understand their behaviour.

#1 NEW YORK TIMES BESTSELLER • OPRAH'S BOOK CLUB PICK • NATIONAL BOOK AWARD LONGLIST • “An instant American classic and almost certainly the keynote nonfiction book of the American century thus far.”—Dwight Garner, *The New York Times* The Pulitzer Prize–winning, bestselling author of *The Warmth of Other Suns* examines the unspoken caste system that has shaped America and shows how our lives today are still defined by a hierarchy of human divisions. **NAMED THE #1 NONFICTION BOOK OF THE YEAR BY TIME, ONE OF THE TEN BEST BOOKS OF THE YEAR BY People • The Washington Post • Publishers Weekly AND ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • O: The Oprah Magazine • NPR • Bloomberg • Christian Science Monitor • New York Post • The New York Public Library • Fortune • Smithsonian Magazine • Marie Claire • Town & Country • Slate • Library Journal • Kirkus Reviews • LibraryReads • PopMatters Winner of the Los Angeles Times Book Prize • National Book Critics Circle Award Finalist • Dayton Literary Peace Prize Finalist • PEN/John Kenneth Galbraith Award for Nonfiction Finalist • PEN/Jean Stein Book Award Longlist** “As we go about our daily lives, caste is the wordless usher in a darkened theater, flashlight cast down in the aisles, guiding us to our assigned seats for a performance. The hierarchy of caste is not about feelings or morality. It is about power—which groups have it and which do not.” In this brilliant book, Isabel Wilkerson gives us a masterful portrait of an unseen phenomenon in America as she explores, through an immersive, deeply researched narrative and stories about real people, how America today and throughout its history has been

shaped by a hidden caste system, a rigid hierarchy of human rankings. Beyond race, class, or other factors, there is a powerful caste system that influences people's lives and behavior and the nation's fate. Linking the caste systems of America, India, and Nazi Germany, Wilkerson explores eight pillars that underlie caste systems across civilizations, including divine will, bloodlines, stigma, and more. Using riveting stories about people—including Martin Luther King, Jr., baseball's Satchel Paige, a single father and his toddler son, Wilkerson herself, and many others—she shows the ways that the insidious undertow of caste is experienced every day. She documents how the Nazis studied the racial systems in America to plan their out-cast of the Jews; she discusses why the cruel logic of caste requires that there be a bottom rung for those in the middle to measure themselves against; she writes about the surprising health costs of caste, in depression and life expectancy, and the effects of this hierarchy on our culture and politics. Finally, she points forward to ways America can move beyond the artificial and destructive separations of human divisions, toward hope in our common humanity. Beautifully written, original, and revealing, *Caste: The Origins of Our Discontents* is an eye-opening story of people and history, and a reexamination of what lies under the surface of ordinary lives and of American life today.

In the fourth century, clerics began to distinguish themselves from members of the laity by virtue of their augmented claims to holiness. Because clerical celibacy was key to this distinction, religious authorities of all stripes—patristic authors, popes, theologians, canonists, monastic founders, and commentators—became progressively sensitive to sexual scandals that involved the clergy and developed sophisticated tactics for concealing or dispelling embarrassing lapses. According to Dyan Elliott, the fear of scandal dictated certain lines of action and inaction, the consequences of which are painfully apparent today. In *The Corrupter of Boys*, she demonstrates how, in conjunction with the requirement of clerical celibacy, scandal-averse policies at every conceivable level of the ecclesiastical hierarchy have enabled the widespread sexual abuse of boys and male adolescents within the Church. Elliott examines more than a millennium's worth of doctrine and practice to uncover the origins of a culture of secrecy and concealment of sin. She charts the continuities and changes, from late antiquity into the high Middle Ages, in the use of boys as sexual objects before focusing on four specific milieus in which boys and adolescents would have been especially at risk in the high and later Middle Ages: the monastery, the choir, the schools, and the episcopal court. *The Corrupter of Boys* is a work of stunning breadth and disconcerting resonance, as Elliott concludes that the same clerical prerogatives and privileges that were formulated in late antiquity and the medieval era—and the same strategies to cover up the abuses they enable—remain very much in place.

For years, Kim Marshall and Jenn David-Lang have been considered "designated readers," curating ideas and research for busy frontline educators. Kim's weekly Marshall Memo summarizes the best articles from more than sixty magazines and journals. If you've ever wished you could learn about all of the creative possibilities the Lensbaby offers, this is the book for you! Seeing subjects with a new perspective is at the heart of the Lensbaby experience, and with the essential information found in this book, you'll be able to take your creative exploration to the next level. Written by Lensbaby Guru Corey Hiltz, *Lensbaby: Bending Your Perspective* starts off with an overview of each lens in the Lensbaby suite. Then comes the fun stuff! Packed with tips on composition and techniques for capturing your best images, you'll be immersed in the wonderful world of Lensbaby in no time. On nearly every page you'll find a full color image created by a Lensbaby expert to inspire your own shooting. You'll also find complete coverage of all of the Lensbaby accessories, from the Optic Swap System to a macro kit, creative aperture discs, and a super wide angle lens. With this gorgeous and practical book by your side, you'll never see the world in the same way again.

In her first novel since *The Quick and the Dead* (a finalist for the Pulitzer Prize), the legendary writer takes us into an uncertain landscape after an environmental apocalypse, a world in which only the man-made has value, but some still wish to salvage the authentic. "She practices ... camouflage, except that instead of adapting to its environment, Williams's imagination, by remaining true to itself, reveals new colorations in the ecology around her." —A.O. Scott, *The New York Times Book Review* Kristen is a teenager who, her mother believes, was marked by greatness as a baby when she died for a moment and then came back to life. After Kristen's failing boarding school for gifted teens closes its doors, and she finds that her mother has disappeared, she ranges across the dead landscape and washes up at a "resort" on the shores of a mysterious, putrid lake the elderly residents there call "Big Girl." In a rotting honeycomb of rooms, these old ones plot actions to punish corporations and people they consider culpable in the destruction of the final scraps of nature's beauty. What will Kristen and Jeffrey, the precocious ten-year-old boy she meets there, learn from this "gabby seditious lot, in the worst of health but with kamikaze hearts, an army of the aged and ill, determined to refresh, through crackpot violence, a plundered earth"? Rivetingly strange and beautiful, and delivered with Williams's searing, deadpan wit, *Harrow* is their intertwined tale of paradise lost and of their reasons—against all reasonableness—to try and recover something of it.

An intimate, beautifully written coming-of-age memoir recounting a young girl's journey from war-torn Vietnam to Ridgewood, Queens, and her struggle to find her voice amid clashing cultural expectations. Ly Tran is just a toddler in 1993 when she and her family immigrate from a small town along the Mekong river in Vietnam to a two-bedroom railroad apartment in Queens. Ly's father, a former lieutenant in the South Vietnamese army, spent nearly a decade as a POW, and their resettlement is made possible through a humanitarian program run by the US government. Soon after they arrive, Ly joins her parents and three older brothers sewing ties and cummerbunds piece-meal on their living room floor to make ends meet. As they navigate this new landscape, Ly finds herself torn between two worlds. She knows she must honor her parents' Buddhist faith and contribute to the family livelihood, working long hours at home and eventually as a manicurist alongside her mother at a nail salon in Brownsville, Brooklyn, that her parents take over. But at school, Ly feels the mounting pressure to blend in. A growing inability to see the blackboard presents new challenges, especially when her father forbids her from getting glasses, calling her diagnosis of poor vision a government conspiracy. His frightening temper and paranoia leave an indelible mark on Ly's sense of self. Who is she outside of everything her family expects of her? Told in a spare, evocative voice that, with flashes of humor, weaves together her family's immigration experience with her own fraught and courageous coming of age, *House of Sticks* is a timely and powerful portrait of one girl's struggle to reckon with her heritage and forge her own path.

Argues that most business projects fail because their success depends on unanticipated external innovations while revealing the logic of "innovation ecosystems" that can be established to dramatically improve odds of success.

In 1857 all of the Arts students at the University of Sydney could fit into a single photograph. Now there are more than one million university students in Australia. After World War II, Australian universities became less elite but more important, growing from six small institutions educating less than 0.2 per cent of the population to a system enrolling over a quarter of high school graduates.

And yet, universities today are plagued with ingrained problems. More than 50 per cent of the cost of universities goes to just running them. They now have an explicit commercial focus. They compete bitterly for students and funding, an issue sharply underlined by the latest federal budget. Scholars rarely feel their vice-chancellors represent them and within their own ranks, academics squabble for scraps. *Knowing Australia* is a perceptive, clear-eyed account of Australian universities, recounting their history from the 1850s to the present. Investigating the changing nature of higher education, it asks whether this success is likely to continue in the 21st century, as the university's hold over knowledge grows ever more tenuous.

From the acclaimed Booker Prize-winning author comes a dazzling novel of family, love and love's disappointments. Anna's aged mother is dying. Condemned by her children's pity to living, subjected to increasingly desperate medical interventions, she turns her focus to her hospital window, through which she escapes into visions of horror and delight. When Anna's finger vanishes and a few months later her knee disappears, Anna too feels the pull of the window. She begins to see that all around her, others are similarly vanishing, yet no one else notices. All Anna can do is keep her mother alive. But the window keeps opening wider, taking Anna and the reader ever deeper into an eerily beautiful story of grief and possibility, of loss and love and orange-bellied parrots. Hailed on publication in Australia as Richard Flanagan's greatest novel yet, *The Living Sea of Waking Dreams* is a rising ember storm illuminating what remains when the inferno beckons: one part elegy, one part dream, one part hope.

#1 bestselling author and acclaimed venture capitalist John Doerr reveals a sweeping action plan to conquer humanity's greatest challenge: climate change. In 2006, John Doerr was moved by Al Gore's *An Inconvenient Truth* and a challenge from his teenage daughter: "Dad, your generation created this problem. You better fix it." Since then, Doerr has searched for solutions to this existential problem—as an investor, an advocate, and a philanthropist. Fifteen years later, despite breakthroughs in batteries, electric vehicles, plant-based proteins, and solar and wind power, global warming continues to get worse. Its impact is all around us: droughts, floods, wildfires, the melting of the polar ice caps. Our world is squarely in a climate crisis and on the brink of a climate disaster. Yet despite our state of emergency, climate change has yet to be tackled with the urgency and ambition it demands. More than ever, we need a clear course of action. What if the goal-setting techniques that powered the rise of today's most innovative organizations were brought to bear on humanity's greatest challenge? Fueled by a powerful tool called Objectives and Key Results (OKRs), *SPEED & SCALE* offers an unprecedented global plan to cut greenhouse gas emissions before it's too late. Used by Google, Bono's ONE foundation, and thousands of startups the world over, OKRs have scaled ideas into achievements that changed the world. With clear-eyed realism and an engineer's precision, Doerr identifies the measurable OKRs we need to reduce emissions across the board and to arrive by 2050 at net zero—the point where we are no longer adding to the heat-trapping carbon in the atmosphere. By turns pragmatic and inspiring, *SPEED & SCALE* intersperses Doerr's wide-ranging analysis with firsthand accounts from Jeff Bezos, Christiana Figueres, Al Gore, Mary Barra, Bill Gates, and other intrepid policy leaders, entrepreneurs, scientists, and activists. A launchpad for those who are ready to act now, this book is geared to leaders in every walk of life. With a definitive action plan, the latest science, and a rising climate movement on our side, we can still reach net zero before it is too late. But as Doerr reminds us, there is no more time to waste.

Nothing is more important to business success than innovation . . . And here's what you can do about it on Monday morning with the definitive how-to book from the world's leading authority on innovation. When it comes to innovation, Curt Carlson and Bill Wilmot of SRI International know what they are talking about—literally. SRI has pioneered innovations that day in and day out are part of the fabric of your life, such as:

- The computer mouse and the personal computer interface you use at home and work
- The high-definition television in your living room
- The unusual numbers at the bottom of your checks that enable your bank to maintain your account balance correctly
- The speech-recognition system used by your financial services firm when you call for your account balance or to make a transaction.

Each of these innovations—and literally hundreds of others—created new value for customers. And that's the central message of this book. Innovation is not about inventing clever gadgets or just "creativity." It is the successful creation and delivery of a new or improved product or service that provides value for your customer and sustained profit for your organization. The first black-and-white television, for example, was just an interesting, cool invention until David Sarnoff created an innovation—a network—that delivered programming to an audience. The genius of this book is that it provides the "how" of innovation. It makes innovation practical by getting two groups who are often disconnected—the managers who make decisions and the people on the front lines who create the innovations—onto the same page. Instead of smart people grousing about the executive suite not recognizing a good idea if they tripped over it and the folks on the top floor wondering whether the people doing the complaining have an understanding of market realities, Carlson and Wilmot's five disciplines of innovation focus attention where it should be: on the creation of valuable new products and services that meet customer needs. Innovation is not just for the "lone genius in the garage" but for you and everyone in your enterprise. Carlson and Wilmot provide a systematic way to make innovation practical, one intimately tied to the way things get done in your business. Teamwork isn't enough. Creativity isn't enough. A new product idea isn't enough. True innovation is about delivering value to customers. Innovation reveals the value-creating processes used by SRI International, the organization behind the computer mouse, robotic surgery, and domain names. Curt Carlson and Bill Wilmot show you how to use these practical, tested processes to create great customer value for your organization.

"An Atlantic senior editor presents an investigation into the lucrative quality of popularity in the 21st century to share economic insights into what makes ideas, productions and products successful, "--NoveList.

"This book is a message from autistic people to their parents, friends, teachers, coworkers and doctors showing what life is like on the spectrum. It's also my love letter to autistic people. For too long, we have been forced to navigate a world where all the road signs are written in another language." With a reporter's eye and an insider's perspective, Eric Garcia shows what it's like to be autistic across America. Garcia began writing about autism because he was frustrated by the media's coverage of it; the myths that the disorder is caused by vaccines, the narrow portrayals of autistic people as white men working in Silicon Valley. His own life as an autistic person didn't look anything like that. He is Latino, a graduate of the University of North Carolina, and works as a journalist covering politics in Washington D.C. Garcia realized he needed to put into writing what so many autistic people have been saying for years; autism is a part of their identity, they don't need to be fixed. In *We're Not Broken*, Garcia uses his own life as a springboard to discuss the social and policy gaps that exist in supporting those on the spectrum. From education to healthcare, he explores how autistic people wrestle with systems that were not built with them in mind. At the same time, he shares the experiences of all types of autistic people, from those with higher support needs, to autistic people of color, to those in the LGBTQ community. In doing so, Garcia gives his community a platform to articulate their own needs, rather than having others

speak for them, which has been the standard for far too long.

Draws on extensive research into the beliefs and examples of successful women leaders to explain the importance of emotional depth in leadership today, providing inspirational descriptions of women who the authors believe serve as models of effective business and life practices. Reprint.

"By asking how the world's top innovators - Steve Jobs, Richard Branson, Jeff Bezos and many others - came up with their game-changing ideas, ... Rowan Gibson identifies four key business perspectives that will enable you to discover groundbreaking opportunities for innovation and growth: Challenging orthodoxies: what if the dominant conventions in your field, market, or industry are outdated, unnecessary or just plain wrong? Harnessing trends: where are the shifts and discontinuities that will, now and in the future, provide the energy you need for a major leap forward? Leveraging resources: how can you arrange existing skills and assets into new combinations that add up to more than the sum of their parts? Understanding needs: what are the unmet needs and frustrations that everyone else is simply ignoring?"--Publisher's description.

The science behind the traits and quirks that drive creative geniuses to make spectacular breakthroughs What really distinguishes the people who literally change the world--those creative geniuses who give us one breakthrough after another? What differentiates Marie Curie or Elon Musk from the merely creative, the many one-hit wonders among us? Melissa Schilling, one of the world's leading experts on innovation, invites us into the lives of eight people--Albert Einstein, Benjamin Franklin, Elon Musk, Dean Kamen, Nikola Tesla, Marie Curie, Thomas Edison, and Steve Jobs--to identify the traits and experiences that drove them to make spectacular breakthroughs, over and over again. While all innovators possess incredible intellect, intellect alone, she shows, does not create a breakthrough innovator. It was their personal, social, and emotional quirks that enabled true genius to break through--not just once but again and again. Nearly all of the innovators, for example, exhibited high levels of social detachment that enabled them to break with norms, an almost maniacal faith in their ability to overcome obstacles, and a passionate idealism that pushed them to work with intensity even in the face of criticism or failure. While these individual traits would be unlikely to work in isolation--being unconventional without having high levels of confidence, effort, and goal directedness might, for example, result in rebellious behavior that does not lead to meaningful outcomes--together they can fuel both the ability and drive to pursue what others deem impossible. Schilling shares the science behind the convergence of traits that increases the likelihood of success. And, as Schilling also reveals, there is much to learn about nurturing breakthrough innovation in our own lives--in, for example, the way we run organizations, manage people, and even how we raise our children.

Many organizations approach customer-centric marketing and innovating their business strategy in isolation to one another, missing groundbreaking opportunities for advancement. Customer Innovation, second edition, turns this on its head by starting with the customer, innovating around their needs, then building a customer led business strategy around it. It presents a well-constructed three-by-three formula of connect, convert, collaborate, laying the foundations for innovation and change, to improve the current customer journey and expand into new customer horizons. This enables new product and service development to flow with outstanding efficiency and substantial growth. Customer Innovation, second edition, includes exciting updates around co-creation and the benefits of involving customers, stakeholders and employees from the beginning. It provides guidance on using technology to reinvent traditional business models, with consumer needs at the heart. With a spectacular range of case studies, including Disney, LEGO and Johnson & Johnson, all delivered with active takeaways, this is the ultimate handbook for any leader, business or marketing strategist, ready to pave the way in a new era of customer led strategy.

"This book gets to the heart of the matter." --Ryan Holiday, New York Times bestselling author of Stillness Is the Key and Ego Is the Enemy "This book taps into something that so many of us feel but can't articulate." --Arianna Huffington, Founder & CEO, Thrive Global "Ambitious, far-reaching, and impactful." --David Epstein, New York Times bestselling author of Range and The Sports Gene From the bestselling author of Peak Performance comes a powerful antidote to heroic individualism and the ensuing epidemic of burnout. Achievement often comes at a cost. Angst, restlessness, frayed relationships, exhaustion, and even substance abuse can be the unwanted side effects of an obsession with outward performance. While the high of occasional wins can keep you going for a while, playing into the always-on, never enough hustle culture ultimately takes a serious toll. In The Practice of Groundedness, bestselling author Brad Stulberg shares a healthier, more sustainable model for success. At the heart of this model is groundedness--a practice that values presence over rote productivity, accepts that progress is nonlinear, and prioritizes long-term values and fulfillment over short-term gain. To be grounded is to possess a firm and unwavering foundation, a resolute sense of self from which deep and enduring, not shallow and superficial, success can be found. Groundedness does not eliminate ambition and striving; rather, it situates these qualities and channels them in more meaningful ways. Interweaving case studies, modern science, and time-honored lessons from ancient wisdom traditions such as Buddhism, Stoicism, and Taoism, Stulberg teaches readers how to cultivate the habits and practices of a more grounded life. Readers will learn: • Why patience is the key to getting where you want to go faster--in work and life--and how to develop it, pushing back against the culture's misguided obsession with speed and "hacks." • How to utilize the lens of the wise observer in order to overcome delusion and resistance to clearly see and accept where you are—which is the key to more effectively getting where you want to go • Why embracing vulnerability is the key to genuine strength and confidence • The critical importance of "deep community," or cultivating a sense of belonging and connection to people, places, and causes. Provocative and practical, The Practice of Groundedness is the necessary corrective to the frenetic pace and endemic burnout resulting from contemporary definitions of success. It offers a new—and better—way.

Leadership has for too long been treated as a model and not as a relationship. Zina Sutch and Patrick Malone argue that successful leadership must be based on love (altruism and empathy) and laughter (positive emotions and joy). Recent bestselling books have completely altered the way we understand how humans work and play together. The Altruistic Brain and Born to Be Good show that humans are deeply wired for empathy and compassion. The Social Animal and Emotional Intelligence prove that our emotional selves help us make better decisions and motivate others. However, the tactics we use to train leaders bear little reflection of these advancements; we're still creating competent but emotionally distant leaders who "manage human assets" and lead by setting goals, deadlines, and deliverables. Zina Sutch and Patrick Malone hope to flip a light switch and illuminate, above all else, that leadership begins with heart and soul. In five succinct chapters, they show that we lead best when we tap into our genetically driven human nature to love and nurture, connect and trust. This book seeks to reintroduce the warmth of human interaction and emotion into the leadership tool kit.

Unfortunately, the world is full of screwed-up people. But the good news, says Elizabeth Brown, is that your world no longer has to

revolve around them. With brilliant insights and a keen sense of humor, this trusted author and sought-after speaker shows readers how to: • stop the power of whatever is eating them alive • productively respond when confronted • remain poised and in control when everyone around them loses it • win fairly in unfair battles • let go of what has been, or what they wish would be, and live triumphantly now Dozens of real-life success stories, brief diagnostic tests, and practical tools are included to help readers assess their own situations and gain confidence to change self-defeating behaviors. This popular word-of-mouth bestseller now has an updated look.

Written over a period of time, in between her busy schedule as a senior Science teacher of a leading Educational Institute of central India, the title 'World Through My Lens', is a collection of short write-ups by Sandhya Deshpande who is an all-rounder with a unique observational skill and a lot of wits. Her creative impulses have tackled multifarious single-handed experiences from a vast career of twenty-five years in the field of education. This book will take readers down the memory lane of their school days, it will also help them cherish the best days of their life. The author's observations are wide-ranging from nature to natural, manual to the digital, classrooms to the haunting backstage, from picnic to panic, from a need to greed, the imposition of unusual expectations to real-life conditions, from an under-confident student to a successful adult, etc. The write-ups can be a guide for parents and teachers to understand minute details and the hidden beauty of this profession. The written language is simple and will help readers relate easily. As said by Rabindranath Tagore Ji, 'It's simple to be happy, but difficult to be simple'.

From Buffy the Vampire Slayer to the Marvel Cinematic Universe, Joss Whedon's work presents various representations of home spaces that give depth to his stories and storytelling. Through the spaceship in Firefly, a farmhouse in Avengers: Age of Ultron or Whedon's own house in Much Ado About Nothing, his work collectively offers audiences the opportunity to question the ways we relate to and inhabit homes. Focusing on his television series, films and comics, this collection of new essays explores the diversity of home spaces in Whedon's many 'verses, and the complexity these spaces afford the narratives, characters, objects and relationships within them.

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