

reigniting that spark.

Unstructured Data Analytics Threshold Editions

In this groundbreaking book, a #1 bestseller in South Korea, a financial guru shares the secret to building your fortune using your emotion and opens the door to a new world full of hope and prosperity. When Wharton MBA Jooyun Hong went searching for the key to increasing wealth in a time of growing inequality, she did not expect to find herself studying under a famed and fascinating guru, known for advising the 1% of South Korea. She now shares what she learned from the guru in this life-changing narrative, and it starts with a simple emotion she calls Having. Suh Yoon Lee, a magnetic woman in her thirties, was identified as a guru at the age of six and set off on a course of study ranging from classical Asian texts to economics to an analysis of 100,000 case studies to reveal the true secrets of growing rich. A bestselling author and insightful thinker sought after by the richest people in the nation, Suh Yoon Lee retreated into seclusion, troubled by the impact her guidance to the wealthy may have on income disparity. When Jooyun wrote to the guru for an interview, Suh Yoon invited her to Lake Como, Italy. There, they started a conversation about how everyday people can achieve their financial goals more easily and quickly by living in synch with their true emotions. In destinations ranging from Paris to Kyoto, this philosophical journey lays out a framework for achieving an empowered relationship with money. The guru has found that almost everyone has the capacity to earn 3 to 7 million dollars—and some have a capacity for much more. As Jooyun applies the guru's practical but revolutionary insights to her everyday life—including journaling about the emotions that accompany spending money—she experiences a transformation of her mood, fulfillment, and ultimately, her net worth. By changing your emotions about money, you can make every purchase a step toward becoming your true self. Having is the power that attracts wealth, and this incredible series of lessons will guide you to claim that power in your own life. Learn to feel what you already have, and you'll be able to have so much more.

Neuroscience and Critical Thinking W. W. Norton

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names.

The Having Kogan Page Publishers

With publication of *The Religion War*, millions of long-time fans of Scott Adams's Dilbert cartoons and business best sellers will have to admit that the literary world is a better place with Adams on the loose spreading new ideas and philosophical conundrums. Unlike God's Debris, principally a dialogue between its two main characters, *The Religion War* is set several decades in the future when the smartest man in the world steps between international leaders to see if he can prevent a catastrophic confrontation between Christianity and Islam that would destroy most of civilization. The parallels between where we are today and where we could be in the near future are clear. Adams says *The Religion War* targets “bright readers with short attention spans—everyone from lazy students to busy book clubs.” The book may be a three-hour read, but it's packed with concepts that will be discussed long after the last page is turned, including a list of “Questions to Ponder in the Shower” that will underline the story's purpose of highlighting the most important-yet most ignored-questions in the world.

How the Hell Did This Happen? Pan Macmillan Adult

Psychologists, engineers, scientists, entrepreneurs, historians, and artists, for example, all see the world through different filters. If we don't understand the basics of those filters, we're likely to fall into loserthink. But Adams offers a cure for loserthink by teaching you the most productive thinking practices from a variety of disciplines.

The Physics of Everyday Things Berrett-Koehler Publishers

Traverses the disciplines of finance, psychology, physics, biology, and philosophy to provide a greater understanding of investing.

The Dilbert Future Penguin

A powerful new coaching method from Chicken Soup for the Soul co-creator Jack Canfield! Conveying his one-of-a-kind insight in the friendly, supremely organized way that has made him a household name, Canfield teams up with development guru Peter Chee to deliver the 30 top coaching principles you can put to use right away. Coaching for Breakthrough Success introduces the groundbreaking Situational Coaching Model, which provides coaches the flexibility they need to navigate seamlessly from one coaching paradigm to another. Jack Canfield is one of the world's leading experts in personal effectiveness and the bestselling author or coauthor of *Chicken Soup for the Soul*, *The Success Principles*, *Key to Living the Law of Attraction*, and *The Power of Focus*. Dr. Peter Chee is President and CEO of global learning solutions firm ITD World.

Loserthink Shephard-Walwyn

One of the world's leading authorities on customer-centric business transformation, Lior Arussy—founder and CEO of the global consulting firm Strativity Group—offers “a revolutionary, yet pragmatic guide to not only managing change, but driving and thriving in a world of cataclysmic explosions of information and technology” (Joseph Michelli, #1 New York Times bestselling author of *Leading the Starbucks Way*). The old business model of adapting to change for continued success is dead. Change is the new normal. There are no more periods of stability and predictability. There is only change. This continuous upheaval can undercut morale, decrease productivity and decimate profits, or it can be a game-changing opportunity. In *Next Is Now*, “Lior Arussy provides a comprehensive and instructive roadmap for leading change and preparing yourself and your organization for the future. He generously shares insider insights, examples, and lessons learned from his many years advising top business leaders.” (Denise Lee Yohn, author of *What Great Brands Do*). He helps corporate leaders and their employees view change as an opportunity to become invested, drive that change, and achieve more success and job satisfaction than if change were simply implemented from the top down. Based on his experience working one-on-one with major corporate clients like Mercedes-Benz, Royal Caribbean Cruises, Thomson Reuters, HSBC and other Fortune 500 clients, Arussy shares his five-step Future Ready Impact program, guiding change-impacted employees and business owners from a victim mentality to one of

participation and ownership. As Stephen Cannon, the former president and CEO of Mercedes-Benz USA, raves, “For anyone interested in building a thriving business, Lior Arussy's insights provide actionable steps to integrate into your plans for achieving success.”

Latticework Andrews McMeel Publishing

The world's leading expert on Lean Six Sigma provides the missing link for reducing waste and taking operations to the next level: Artificial Intelligence “Whatever the industry, there is an executive with the grit and determination to apply AI to attain the fastest growth, the highest investment returns, to dominate that industry. The only question is: will it be you?” –from *Lean Six Sigma in the Age of Artificial Intelligence* Combine the power of AI and LSS to seize the competitive advantage—quickly, decisively, and permanently Since 2001, business leaders have been using Lean Six Sigma (LSS) to drive improvements across industries, enabling their companies to reduce cycle time and waste, thus improving revenue and profits. Now they can finally unlock their company's full potential by combining LSS and AI. In *Lean Six Sigma in the Age of Artificial Intelligence*, the world's most respected expert on LSS, Michael L. George, Sr., shows how to harness the power of the technology that promises changing everything as we know it—Artificial Intelligence—to dramatically enhance any LSS management program. This game-changing guide takes you through the process of using AI to unlock maximum speed, solve complex manufacturing challenges, reduce waste, increase company profits, and ultimately outflank your competition at every turn. With *Lean Six Sigma in the Age of Artificial Intelligence*, you'll take this revolutionary approach to its limits—and that will make all the difference between business success and failure in the coming decades.

The Dilbert Principle John Wiley & Sons

New York Times bestselling author Newt Gingrich lays out the stakes of the 2020 elections and what the end results could mean for the future of American citizens. The 2020 election will be a decisive choice for America, especially as we emerge from the coronavirus crisis. Will the American people choose four more years of President Trump to lead us back to strong economic growth, a foreign and trade policy of putting American interests first, dismantling the deep state, and dramatically reforming the bureaucracies? Or will they reject Trumpism and elect the radical Democratic policies of big government, globalism, and socialist policies that Joe Biden represents? Not since the election of 1964 has the choice in an election been so stark. Trump and the American Future by Newt Gingrich will lay out the stakes of the 2020 election and provide a clarion call for all Americans on why it is vital to return President Trump to the White House for a second term. Featuring insights gleaned from the lifetime of experience and access only Newt Gingrich can bring, *Trump and the American Future* will be crucial reading for every citizen who wants to continue to make America great again.

Win Your Case Simon & Schuster

People in Japan are masters of minimal living, able to make do with less in all aspects of life, whether it's de-cluttering personal belongings or savvy seasonal cooking. But at the heart of all this is the *akeibo*- the budgeting journal used to set savings goals and track spending. The premise is simple- at the beginning of each month you sit down with your *akeibo* and think mindfully about how much you would like to save and what you will need to do in order to reach your goal. The *akeibo* then gives you space to jot down your weekly spending and reflect on the month just gone. The simple act of completing your *akeibo* ensures that saving is a part of your everyday life, while also giving you the opportunity to reflect and improve every month.

The MAGA Doctrine McGraw Hill Professional

Understand your brain for wisdom, stability, peace, and clarity. Improve your critical and rational thinking skills by understanding the science of your brain. Being irrational and making snap judgments is natural. But you can prevent both if you know what cognitive patterns to look for. Start thinking effectively from the root - neuroscience and how it impacts your critical analysis and thinking. Critical thinking skills improve your decision-making muscle, speed up your deductive thinking skills, and improve your judgment. In *Neuroscience and Critical Thinking*, you'll find widely usable and situation-specific advice on how to view about your daily life, business, friendships, opinions, and even social media in a critical fashion. Easily spot errors in reasoning. -Think slowly and deliberately before making a snap judgment or decision -Question assumptions and opinions (including your own) -How to gather information before jumping to conclusions -Accept and expect that human nature is ultimately biased and prone to make cognitive errors Learn about the most important critical thinking principles as well as shortcuts to make better decisions. -Learn the main principles of critical thinking. -Solve underlying issues, not mere symptoms -Find the most rewarding aspects of any opportunity -Detect the thinking errors of larger groups or individuals Ask powerful questions to effectively self-assess. Level up your critical thinking skills and save time, filter out irrelevant information efficiently, and prioritize your resources to get the best results. Identify better problem-solving approaches rather than relying on standard methods that don't suit your case. Enhance your communication skills, reasoning, and logic. Get to know your brain to have better solution to problems, solve difficult tasks easier, and understand the world better.

Packaging Logistics Portfolio

Physics professor, bestselling author, and dynamic storyteller James Kakalios reveals the mind-bending science behind the seemingly basic things that keep our daily lives running, from our smart phones and digital “clouds” to x-ray machines and hybrid vehicles. Most of us are clueless when it comes to the physics that makes our modern world so convenient. What's the simple science behind motion sensors, touch screens, and toasters? How do we glide through tolls using an E-Z Pass, or find our way to new places using GPS? In *The Physics of Everyday Things*, James Kakalios takes us on an amazing journey into the subatomic marvels that underlie so much of what we use and take for granted. Breaking down the world of things into a single day, Kakalios engages our curiosity about how our refrigerators keep food cool, how a plane manages to remain airborne, and how our wrist fitness monitors keep track of our steps. Each explanation is coupled with a story revealing the interplay of the astonishing invisible forces that surround us. Through this “narrative physics,” *The Physics of Everyday Things* demonstrates that—far from the abstractions conjured by terms like the Higgs Boson, black holes, and gravity waves—sophisticated science is also quite practical. With his signature clarity and inventiveness, Kakalios ignites our imaginations and enthralls us with the principles that make up our lives.

Dilbert and the Way of the Weasel John Wiley & Sons

2018 Revised Edition Bitcoin has made early investors like the Winklevoss twins millions in a matter of minutes in the past year and has the potential to transform the financial landscape. It's not too late to get in on the action. Bitcoin is not another payment processor. Like the Internet, Bitcoin is a

technology that runs through a distributed network. No one controls it, and no one can shut it down. Bitcoin has been called the currency of the Internet, but it is much more powerful than that. More astute observers have called it the Internet of currency. This new, revised edition of The Bitcoin Guidebook has the most up-to-date info and recommended approaches for anyone who doesn't want to be left behind in the next technological revolution. It is an easy-to-read, easy-to-understand guide that explains everything the reader needs to know about how Bitcoin and other digital currencies work, what they can be used for, and how they will shape our society in the future. Topics covered include: The digital currency's origins, past, present, and future The revolutionary blockchain technology behind Bitcoin, and its future for the industries of music, arts, photography, and more How to obtain and invest in Bitcoin or other cryptocurrency How and where to spend Bitcoin Bitcoin's relationship with the seedy Internet underground Alternative digital currencies, like ethereum, ripple, litecoin, IOTA or dash How governments and financial institutions may react to cryptocurrency in the future How to interact with other Bitcoin owners on exchanges like Coinbase

Onward National Geographic Books

Thriving on stupidity in the 21st century.

GO! Harper Collins

The iconic humorist offers his take on the stranger-than-fiction (and stranger-than-fact) 2016 presidential election and its equally unbelievable aftermath. The 2016 election cycle was so absurd that celebrated political satirist, journalist, and die-hard Republican P. J. O'Rourke endorsed Democratic candidate Hillary Clinton. As P. J. put it, "America is experiencing the most severe outbreak of mass psychosis since the Salem witch trials of 1692. So why not put Hillary on the dunking stool?" In *How the Hell Did This Happen?*, P. J. brings his critical eye and inimitable voice to some seriously risky business. Starting in June 2015, he asks, "Who are these jacklegs, high-binders, wire-pullers, mountebanks, swellheads, buncombe spigots, four-flushers and animated spittoons offering themselves as worthy of America's highest office?" and surveys the full cast of presidential candidates including everyone you've already forgotten and everyone you wish you could forget. P. J. offers a brief history of how our insane process for picking who will run for president evolved, from the very first nominating convention (thanks, Anti-Masonic Party) through the reforms of the Progressive era (because there's nothing that can't be worsened by reform) to the present. He takes us through the debates and key primaries and analyzes everything from the campaign platforms (or lack thereof) to presidential style ("Trump's appearance—indeed, Trump's existence—is a little guy's idea of living large. A private plane! A swell joint in Florida! Gold-plated toilet handles!"). And he rises from the depths of despair to come up with a better way to choose a president. Following his come-to-Satan moment with Hillary and the Beginning of End Times in November, P. J. reckons with a new age: "America is experiencing a change in the nature of leadership. We're getting rid of our leaders. And we're starting at the top." "Where are we going? Where have we been? P. J. O'Rourke casts his gimlet gaze on the circus of clowns-people foisted on us by the 2016 election—and demands to know *How the Hell Did This Happen?*" —Vanity Fair

Coaching for Breakthrough Success: Proven Techniques for Making Impossible Dreams Possible Macmillan

NEW YORK TIMES BESTSELLER. The movement that brought Donald Trump to the White House has better ideas than the old right or the new left. It's time that the rest of America started listening. The Tea Party began as a protest for patriots who feared Big Government. President Trump has become a hero for patriots who are against Big Everything. Fed up with Silicon Valley, the media, liberal higher education, the military-industrial complex, Twitter mobs, swamp monsters, Big Pharma, out-of-control prosecutors, and gun-grabbing fascists, ordinary Americans miss the days when

America cared about rule of the people, by the people, and for the people. Remember when you didn't feel bombarded on all sides by coastal billionaires and their government stooges? The MAGA Doctrine urges an overdue restoration of self-rule by a populace long taken for granted by its rulers. Turning Point USA founder and social media superstar Charlie Kirk explains once and for all why a New York real estate magnate found an audience among young conservatives all over the country. Trump and his allies are working to protect all the small things that both parties dismissed: local businesses, families, churches, and the rights of the individual. Kirk explains why it took a reality TV superstar to see past the sclerotic and power-hungry institutions, from the United Nations and Google to Harvard and Viacom, working to crush real America. The Trump Doctrine is all about giving you a say in the future of America and a hand in making it happen. As the mainstream media keep churning out lies about the "real reasons" behind the new conservative agenda, Charlie Kirk's *The MAGA Doctrine* is a powerful reminder of the true narrative of freedom and greatness that swept Donald Trump to the presidency.

Firestarters Penguin

The Dilbert Principle is an inside view of bosses, meetings, management fads and other workplace afflictions. Scott Adams examines even more bizarre and hilarious situations in the world of work with growing absurdity. In twenty-six provocative, illustrated chapters, Adams reveals the secrets of management in every company, including; swearing your way to success, faking quality, trolls in the accounting department, humiliation as a management tool, selling bad products to stupid people and more! 'A roaring success' Daily Telegraph.

Raise Capital on Your Own Terms Andrews McMeel Publishing

From renowned trial attorney and New York Times bestselling author Gerry Spence: a must own book for every lawyer and business professional seeking to make cutting-edge winning presentations—in court, at work, everywhere, any time. Gerry Spence is perhaps America's most renowned and successful trial lawyer, a man known for his deep convictions and his powerful courtroom presentations when he argues on behalf of ordinary people. Frequently pitted against teams of lawyers thrown against him by major corporate or government interests, he has never lost a criminal case and has not lost a civil jury trial since 1969. In *Win Your Case*, Spence shares a lifetime of experience teaching you how to win in any arena—the courtroom, the boardroom, the sales call, the salary review, the town council meeting—every venue where a case is to be made against adversaries who oppose the justice you seek. Relying on the successful courtroom methods he has developed over more than half a century, Spence shows both lawyers and laypersons how you can win your cases as he takes you step by step through the elements of a trial—from jury selection, the opening statement, the presentation of witnesses, their cross-examinations, and finally to the closing argument itself. Spence teaches you how to prepare yourselves for these wars. Then he leads you through the new, cutting-edge methods he uses in discovering the story in which you form the evidence into a compelling narrative, discover the point of view of the decision maker, anticipate and answer the counterarguments, and finally conclude the case with a winning final argument. To make a winning presentation, you are taught to prepare the power-person (the jury, the judge, the boss, the customer, the board) to hear your case. You are shown that your emotions, and theirs, are the source of your winning. You learn the power of your own fear, of honesty and caring and, yes, of love. You are instructed on how to role-play through the use of the psychodramatic technique, to both discover and tell the story of the case, and, at last, to pull it all together into the winning final argument. Whether you are presenting your case to a judge, a jury, a boss, a committee, or a customer, *Win Your Case* is an indispensable guide to success in every walk of life, in and out of the courtroom.