

The Most Powerful Idea In The World A Story Of Steam Industry And Invention

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George Washington

Excellence Through Equity is an inspiring look at how real-world educators are creating schools where all students are able to thrive. In these schools, educators understand that equity is not about treating all

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children the same. They are deeply committed to ensuring that each student receives what he or she individually needs to develop their full potential and succeed. To help educators with what can at times be a difficult and challenging journey, Blankstein and Noguera frame the book with five guiding principles of Courageous Leadership: Getting to your core Making organizational meaning Ensuring constancy and consistency of purpose Facing the facts and your fears Building sustainable relationships. They further emphasize that the practices are grounded in three important areas of research that are too often disregarded: (1) child development, (2) neuroscience, and (3) environmental influences on child development and learning. You'll hear from Carol Corbett Burris, Michael Fullan, Marcus J. Newsome, Paul Reville, Susan Szachowicz, and other bold practitioners and visionary thinkers who share compelling and actionable ideas, strategies, and experiences for closing the achievement gap in your classrooms and school. Ensuring that all students receive an education that cultivates their talents and potential is in all our common interest. As Andy Hargreaves writes in the coda: "The opportunity for all Americans is to articulate and believe in an inspiring vision of educational change that is about what the next generation of America and Americans should become, not about a target or ranking that the nation should attain." From the Foreword by Archbishop Desmond Tutu: "Letting go of a system of winners and losers in favor of what is proposed in this book is a courageous leap forward that we all must take together. Let this bold, practical book be a guide; and may you travel into this new exciting vista, in which every child can succeed."

The Innovator's DNA

Stuck? Blocked? Short of inspiration? Don't be - get writing instead. The Ultimate Book of Song Starters

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is the game-changing compilation of 501 powerful, creative and varied ideas for writing new songs in any genre or style. The starters include song prompt-style idea starters to get you inspired by new situations and concepts. They include word starters to help you find interesting new titles. They include chord starters and rhythm starters to stimulate inventive grooves and catchy melodies. There are also plenty of interesting miscellaneous starters that will get you thinking about songwriting in new and fresh ways. If you're ready to step out of your comfort zone or feel like you're spending too long thinking up song ideas instead of writing - you don't have to sit around waiting for inspiration to hit you. Dive into The Ultimate Book of Song Starters and never be short of an exciting new song idea again.

The Discourse of Neoliberalism

James Baldwin At The Movies Provocative, timeless, brilliant. Bette Davis's eyes, Joan Crawford's bitchy elegance, Stepin Fetchit's stereotype, Sidney Poitier's superhuman black man These are the movie stars and the qualities that influenced James Baldwin and now become part of his incisive look at racism in American movies. Baldwin challenges the underlying assumptions in such films as In the Heat of the Night, Guess Who's Coming to Dinner, and The Exorcist, offering us a vision of America's self-delusions and deceptions. Here are our loves and hates, biases and cruelties, fears and ignorance reflected by the films that have entertained us and shaped our consciousness. And here, too, is the stunning prose of a writer whose passion never diminished his struggle for equality, justice, and social change. From The Birth of a Nation to The Exorcist--one of America's most important writers turns his critical eye to American film.

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In Defense of Looting

“ Most people just laugh when they hear that the secret to success is giving. . . . Then again, most people are nowhere near as successful as they wish they were. ” The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. Desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as the Chairman. Over the next week, Pindar introduces Joe to a series of “ go-givers ” : a restaurateur, a CEO, a financial adviser, a real estate broker, and the “ Connector ” who brought them all together. Pindar ’ s friends teach Joe the Five Laws of Stratospheric Success and help him open himself up to the power of giving. Joe learns that changing his focus from getting to giving—putting others ’ interests first and continually adding value to their lives—ultimately leads to unexpected returns. Imparted with wit and grace, The Go-Giver is a classic bestseller that brings to life the old proverb “ Give and you shall receive. ” Nearly a decade since its original publication, the term “ go-giver ” has become shorthand for a defining set of values embraced by hundreds of thousands of people around the world. Today this timeless story continues to help its readers find fulfillment and greater success in business, in their personal lives and in their communities. This expanded edition includes the text of the original business parable, together with a foreword by Arianna Huffington, a new introduction, a discussion guide, and a Q&A with the authors.

Equalities

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“ A tour de force. ” —Gordon S. Wood, New York Times Book Review How were human rights invented, and how does their tumultuous history influence their perception and our ability to protect them today? From Professor Lynn Hunt comes this extraordinary cultural and intellectual history, which traces the roots of human rights to the rejection of torture as a means for finding the truth. She demonstrates how ideas of human relationships portrayed in novels and art helped spread these new ideals and how human rights continue to be contested today.

Trump University Marketing 101

'The most important invention in the whole of the Industrial Revolution was invention itself.' Those words are at the heart of this remarkable book - a history of the Industrial Revolution and the steam engine, as well as an account of how inventors first came to own and profit from their ideas and how invention itself springs forth from logic and imagination. Rocket. It was the fortuitously named train that inaugurated steam locomotion in 1829, jump-starting two centuries of mass transportation. As William Rosen reveals, it was the product of centuries of scientific and industrial discovery. From inventor Heron of Alexandria in AD 60 to James Watt, the physicist whose 'separate condenser' was central to the development of steam power - all those who made possible the long ride towards the Industrial Revolution are brought to life. But crucial to their contributions are other characters whose concepts allowed their invention to flourish - John Locke and intellectual property; Edward Coke and patents. Along the way, Rosen takes us deep into the human mind, explaining how 'eureka' moments occur - when the brain is most relaxed.

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John Deere's Powerful Idea

The incredible true story of how a cycle of rain, cold, disease, and warfare created the worst famine in European history—years before the Black Death, from the author of *Justinian's Flea* and the forthcoming *Miracle Cure* In May 1315, it started to rain. For the seven disastrous years that followed, Europeans would be visited by a series of curses unseen since the third book of Exodus: floods, ice, failures of crops and cattle, and epidemics not just of disease, but of pike, sword, and spear. All told, six million lives—one-eighth of Europe ' s total population—would be lost. With a category-defying knowledge of science and history, William Rosen tells the stunning story of the oft-overlooked Great Famine with wit and drama and demonstrates what it all means for today ' s discussions of climate change. From the Trade Paperback edition.

The Black Book of Communism

Weaving together evolutionary microbiology, economics, military strategy, ecology, and ancient and modern medicine, author Rosen tells of history's first pandemic--a plague seven centuries before the Black Death that killed tens of millions, devastated th

How Adam Smith Can Change Your Life

Discusses the nature of equality and looks at examples related to medical care, employment, political

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rights and religion.

Miracle Cure

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

Expectations Investing

This book is designed to get all managers and employees thinking about the little things that can make all

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the difference. It ' s a quick read — you can finish it in less time than it takes to deal with one customer complaint. And if you put the information within this book into action, you will be able to decrease customer complaints considerably. It ' s packed with practical, applicable suggestions that can be put to work immediately, such as how to: — turn angry customers into lifelong clients. — use a simple gesture to immediately put customers at ease. — listen with more than your ears. — easily give customers more than your ears. — use negative feedback for positive action. Managers and staff members alike can use this little manual to avoid the devastating ripple effects that turned-off customers can produce. It will easily show how everyone in a business, large or small, can creatively apply a constant flow of small, customer-centered innovations to create a consistent and persistent strengthening of your customer base.

The Spymaster of Baghdad

Draws on real-life stories and figures, including Martin Luther King, Jr. and Steve Jobs, to examine the qualities a good leader requires in order to inspire and motivate people.

Androids in the Enlightenment

"The Most Powerful Idea in the World argues that the very notion of intellectual property drove not only the invention of the steam engine but also the entire Industrial Revolution." -- Back cover.

The Ultimate Book of Song Starters

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"Discusses the invention of the John Deere plow and the man behind it, including the idea, the obstacles, and the eventual success"--

The Gene

Expectations Investing is well worth picking up. -Financial Executive Expectations Investing offers a fundamentally new alternative for identifying value-price gaps, built around a deceptively simple and obvious tool: a company's stock price. The authors walk readers step-by-step through their breakthrough method, revealing how portfolio managers, security analysts, investment advisors, and individual investors can more accurately evaluate established and "new economy" stocks alike-and translate shareholder value from theory to reality. AUTHORBIO: Alfred Rappaport directs Shareholder Value Research for L.E.K. Consulting and is a Professor Emeritus at Northwestern's Kellogg School. Michael J. Mauboussin is Credit Suisse First Boston's Chief U.S. Investment Strategist and an adjunct professor at Columbia University.

Good Thinking

In this revolutionary book, a renowned computer scientist explains the importance of teaching children the basics of computing and how it can prepare them to succeed in the ever-evolving tech world. Computers have completely changed the way we teach children. We have Mindstorms to thank for that. In this book, pioneering computer scientist Seymour Papert uses the invention of LOGO, the first child-

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friendly programming language, to make the case for the value of teaching children with computers. Papert argues that children are more than capable of mastering computers, and that teaching computational processes like de-bugging in the classroom can change the way we learn everything else. He also shows that schools saturated with technology can actually improve socialization and interaction among students and between students and teachers. Technology changes every day, but the basic ways that computers can help us learn remain. For thousands of teachers and parents who have sought creative ways to help children learn with computers, Mindstorms is their bible.

Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do (Issues of Our Time)

Trump University Marketing 101 combines the biggest name in business with the 40-year teaching experience of one of the most well-known marketing thinkers in academia. Without an MBA in marketing, how can today's entrepreneurs and business owners stay on top of what's happening in marketing? How can they find the best new ideas and avoid those tactics that don't work or just lead to trouble? Trump University Marketing 101 presents all the basics of a marketing MBA. Each chapter focuses on one key marketing idea and explores it in a straightforward, non-academic manner with exercises and examples that show the idea in action. But more than basic instruction, Sexton also includes his own methodologies for making vital marketing decisions – the same methodologies major corporations pay top-dollar to have him teach their employees. Don Sexton is Professor of Business at Columbia University and principle of The Arrow Group, Ltd.®, a marketing consulting and training

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firm whose clients have included GE, Citigroup, IBM, and Pfizer, among many others. He has taught at Columbia for more than 35 years, is a recipient of the Business School 's Distinguished Teaching Award, and has written numerous articles on marketing and branding issues. He is often quoted in prominent media such as The New York Times, Business Week, and Beijing 's China Economic Daily.

Inventing Human Rights: A History

Describes industry in America between the War of 1812 and the Civil War and how this period of growth in the first half of the century built the platform for Carnegie, Rockefeller and Morgan in the second half. 35,000 first printing.

Dream Reaper

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their

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progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Justinian's Flea

A fascinating and illuminating account of how George Washington became the single most dominant force in the creation of the United States of America, from award-winning author David O. Stewart Washington's rise constitutes one of the greatest self-reinventions in history. In his midtwenties, this third son of a modest Virginia planter had ruined his own military career thanks to an outrageous ego. But by his midforties, that headstrong, unwise young man had evolved into an unassailable leader chosen as the

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commander in chief of the fledgling Continental Army. By his midfifties, he was unanimously elected the nation's first president. How did Washington emerge from the wilderness to become the central founder of the United States of America? In this remarkable new portrait, award-winning historian David O. Stewart unveils the political education that made Washington a master politician—and America's most essential leader. From Virginia's House of Burgesses, where Washington learned the craft and timing of a practicing politician, to his management of local government as a justice of the Fairfax County Court to his eventual role in the Second Continental Congress and his grueling generalship in the American Revolution, Washington perfected the art of governing and service, earned trust, and built bridges. The lessons in leadership he absorbed along the way would be invaluable during the early years of the republic as he fought to unify the new nation.

How To Win Friends and Influence People

The driver was sweating as his explosive-filled pickup truck sped along a rain-slicked Baghdad highway toward a neighbourhood bustling with open-air markets. And he had another reason for panic - he was a spy who thought his cover had been blown. The Spymaster of Baghdad is the gripping story of the top-secret Iraqi intelligence unit that infiltrated the Islamic State. The information they gathered, more so than that of any foreign power, turned the tide against the insurgency. Set against the backdrop of the most brutal conflict of recent decades, we chart the spymaster's struggle to develop the Falcons from scratch in challenging circumstances following the American invasion of Iraq. But at the heart of the book is the fraught relationship of two of his agents - the Sudani brothers: one undercover in ISIS for 16 long months, the other his handler. We follow their emotional journey in this page-turning story of

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family, unlikely heroes and unbelievable courage. The unprecedented access to the whole cast of characters, from bomb-makers through spy chiefs, is remarkable. Pulitzer Prize-finalist Margaret Coker challenges the conventional view that western coalition forces defeated ISIS and we see that victory was down to old-fashioned spy craft. The Spymaster of Baghdad is compulsive, shocking and explosive reading. *** Margaret Coker is an investigative journalist. She has lived and worked in Iraq and the wider Middle East since 2003. An ex-Baghdad Bureau Chief for the New York Times, she honed her reporting skills at The Wall Street Journal where she was a finalist for the Pulitzer Prize as part of a team chronicling Turkey's failed coup, political purges and teetering democracy. Her coverage of national security issues won the Overseas Press Club Award and the Edwin M. Hood Prize from the National Press Club, America's top prize for diplomatic reporting. This is her first book.

The Darwin Economy

How should we decide which inequalities between people are justified, and which are unjustified? One answer is that such inequalities are only justified where there is a corresponding variation in responsible action or choice on the part of the persons concerned. This view, which has become known as 'luck egalitarianism', has come to occupy a central place in recent debates about distributive justice. This book is the first full length treatment of this significant development in contemporary political philosophy. Each of its three parts addresses a key question concerning the theory. Which version of luck egalitarian comes closest to realizing luck egalitarian objectives? Does luck egalitarianism succeed as a view of egalitarian justice? And is it sound as an account of distributive justice in general? The book provides a distinctive answer to each of these questions, along the way engaging with the leading

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theorists identified in the literature as luck egalitarians, such as Richard Arneson, G. A. Cohen, and Ronald Dworkin, as well as the most influential critics, including Elizabeth Anderson, Marc Fleurbaey, Susan Hurley, Samuel Scheffler, and Jonathan Wolff. Key Features*Presents a critical survey of already classic debates about responsibility, equality and justice*Provides a sustained engagement with luck egalitarianism's critics*Stakes a distinctive position on the key questions regarding luck egalitarianism

The Country Formerly Known as Great Britain

The epic history of how antibiotics were born, saving millions of lives and creating a vast new industry known as Big Pharma. As late as the 1930s, virtually no drug intended for sickness did any good; doctors could set bones, deliver babies, and offer palliative care. That all changed in less than a generation with the discovery and development of a new category of medicine known as antibiotics. By 1955, the age-old evolutionary relationship between humans and microbes had been transformed, trivializing once-deadly infections. William Rosen captures this revolution with all its false starts, lucky surprises, and eccentric characters. He explains why, given the complex nature of bacteria—and their ability to rapidly evolve into new forms—the only way to locate and test potential antibiotic strains is by large-scale, systematic, trial-and-error experimentation. Organizing that research needs large, well-funded organizations and businesses, and so our entire scientific-industrial complex, built around the pharmaceutical company, was born. Timely, engrossing, and eye-opening, *Miracle Cure* is a must-read science narrative—a drama of enormous range, combining science, technology, politics, and economics to illuminate the reasons behind one of the most dramatic changes in humanity's relationship with nature since the invention of agriculture ten thousand years ago.

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The Most Powerful Idea in the World

A bullet dropped and a bullet fired from a gun will reach the ground at the same time. Plants get the majority of their mass from the air around them, not the soil beneath them. A smartphone is made from more elements than you. Every day, science teachers get the opportunity to blow students' minds with counter-intuitive, crazy ideas like these. But getting students to understand and remember the science that explains these observations is complex. To help, this book explores how to plan and teach science lessons so that students and teachers are thinking about the right things – that is, the scientific ideas themselves. It introduces you to 13 powerful ideas of science that have the ability to transform how young people see themselves and the world around them. Each chapter tells the story of one powerful idea and how to teach it alongside examples and non-examples from biology, chemistry and physics to show what great science teaching might look like and why. Drawing on evidence about how students learn from cognitive science and research from science education, the book takes you on a journey of how to plan and teach science lessons so students acquire scientific ideas in meaningful ways. Emphasising the important relationship between curriculum, pedagogy and the subject itself, this exciting book will help you teach in a way that captivates and motivates students, allowing them to share in the delight and wonder of the explanatory power of science.

The Dawn of Innovation

"How the insights of an 18th century economist can help us live better in the 21st century. Adam Smith

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became famous for *The Wealth of Nations*, but the Scottish economist also cared deeply about our moral choices and behavior--the subjects of his other brilliant book, *The Theory of Moral Sentiments* (1759). Now, economist Russ Roberts shows why Smith's neglected work might be the greatest self-help book you've never read. Roberts explores Smith's unique and fascinating approach to fundamental questions such as: - What is the deepest source of human satisfaction? - Why do we sometimes swing between selfishness and altruism? - What's the connection between morality and happiness? Drawing on current events, literature, history, and pop culture, Roberts offers an accessible and thought-provoking view of human behavior through the lenses of behavioral economics and philosophy"--

Powerful Ideas of Science and How to Teach Them

Collects and analyzes seventy years of communist crimes that offer details on Kim Sung's Korea, Vietnam under "Uncle Ho," and Cuba under Castro.

Luck Egalitarianism

Do you know what economists mean when they refer to you as a 'rational agent'? Or why a psychologist might label your idea a 'creative insight'? Or how a philosopher could be logical but also passionate in persuading you to obey 'moral imperatives'? Or why scientists disagree about the outcomes of experiments comparing drug treatments and disease risk factors? After reading this book, you will know how the best and brightest thinkers judge the ways we decide, argue, solve problems and tell right from

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wrong. But you will also understand why, when we don't meet these standards, it is not always a bad thing. The answers are rooted in the way the human brain has been wired over evolutionary time to make us kinder and more generous than economists think we ought to be, and more resistant to change and persuasion than scientists and scholars think we ought to be.

Mindstorms

NEW YORK TIMES BESTSELLER “ This is history at its most immediate and moving...A marvelous and memorable book. ” —Jon Meacham “ Remarkable...A priceless civic gift...On page after page, a reader will encounter words that startle, or make him angry, or heartbroken. ” —The Wall Street Journal “ Viscerall repeatedly cried...This book captures the emotions and unspooling horror of the day. ” —NPR “ Had me turning each page with my heart in my throat...There ’ s been a lot written about 9/11, but nothing like this. I urge you to read it. ” —Katie Couric The first comprehensive oral history of September 11, 2001—a panoramic narrative woven from the voices of Americans on the front lines of an unprecedented national trauma. Over the past eighteen years, monumental literature has been published about 9/11, from Lawrence Wright ’ s *The Looming Tower*, which traced the rise of al-Qaeda, to *The 9/11 Commission Report*, the government ’ s definitive factual retrospective of the attacks. But one perspective has been missing up to this point—a 360-degree account of the day told through the voices of the people who experienced it. Now, in *The Only Plane in the Sky*, award-winning journalist and bestselling historian Garrett Graff tells the story of the day as it was lived—in the words of those who lived it. Drawing on never-before-published transcripts, recently declassified documents, original interviews, and oral histories from nearly five hundred government

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officials, first responders, witnesses, survivors, friends, and family members, Graff paints the most vivid and human portrait of the September 11 attacks yet. Beginning in the predawn hours of airports in the Northeast, we meet the ticket agents who unknowingly usher terrorists onto their flights, and the flight attendants inside the hijacked planes. In New York City, first responders confront a scene of unimaginable horror at the Twin Towers. From a secret bunker underneath the White House, officials watch for incoming planes on radar. Aboard the small number of unarmed fighter jets in the air, pilots make a pact to fly into a hijacked airliner if necessary to bring it down. In the skies above Pennsylvania, civilians aboard United Flight 93 make the ultimate sacrifice in their place. Then, as the day moves forward and flights are grounded nationwide, Air Force One circles the country alone, its passengers isolated and afraid. More than simply a collection of eyewitness testimonies, *The Only Plane in the Sky* is the historic narrative of how ordinary people grappled with extraordinary events in real time: the father and son working in the North Tower, caught on different ends of the impact zone; the firefighter searching for his wife who works at the World Trade Center; the operator of in-flight telephone calls who promises to share a passenger's last words with his family; the beloved FDNY chaplain who bravely performs last rites for the dying, losing his own life when the Towers collapse; and the generals at the Pentagon who break down and weep when they are barred from rushing into the burning building to try to rescue their colleagues. At once a powerful tribute to the courage of everyday Americans and an essential addition to the literature of 9/11, *The Only Plane in the Sky* weaves together the unforgettable personal experiences of the men and women who found themselves caught at the center of an unprecedented human drama. The result is a unique, profound, and searing exploration of humanity on a day that changed the course of history, and all of our lives.

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The Third Horseman

Argues that ecologist Charles Darwin's understanding of competition describes economic reality far more accurately than economist Adam Smith's theories ever did.

50 Powerful Ideas to keep your customers

The eighteenth century saw the creation of a number of remarkable mechanical androids: at least ten prominent automata were built between 1735 and 1810 by clockmakers, court mechanics, and other artisans from France, Switzerland, Austria, and the German lands. Designed to perform sophisticated activities such as writing, drawing, or music making, these “ Enlightenment automata ” have attracted continuous critical attention from the time they were made to the present, often as harbingers of the modern industrial age, an era during which human bodies and souls supposedly became mechanized. In *Androids in the Enlightenment*, Adelheid Voskuhl investigates two such automata—both depicting piano-playing women. These automata not only play music, but also move their heads, eyes, and torsos to mimic a sentimental body technique of the eighteenth century: musicians were expected to generate sentiments in themselves while playing, then communicate them to the audience through bodily motions. Voskuhl argues, contrary to much of the subsequent scholarly conversation, that these automata were unique masterpieces that illustrated the sentimental culture of a civil society rather than expressions of anxiety about the mechanization of humans by industrial technology. She demonstrates that only in a later age of industrial factory production did mechanical androids instill the fear that modern selves and

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societies had become indistinguishable from machines.

Start with why

In *Whistling Vivaldi*, described as a 'beautifully-written account' of the relationship between stereotypes and identity, Claude Steele offers a vivid first-person detailing of the research that brought him to his groundbreaking conclusions. Through the telling of dramatic personal stories, Dr. Steele shares the process of constructing and completing experiments and statistical studies that show that exposing subjects to stereotypes - merely reminding a group of female math majors about to take a math test, for example, that women are considered naturally inferior to men at math - impairs their performance in the area affected by the stereotype. Steele's conclusions shed new light on a host of American social phenomena, from the racial and gender gaps in standardized test scores to the belief in the superior athletic prowess of black men. As Homi Bhabha states, 'Steele's book is both urgent and important in understanding the tyranny of the stereotype and liberating ourselves from its derogatory, one-dimensional vision.' *Whistling Vivaldi* presents a new way of looking at identity and the way it is shaped by social expectations, and, in Richard Thompson Ford's words, 'offers a clear and compelling analysis and, better still, straightforward and practical solutions.'

The Go-Giver, Expanded Edition

What happens when the bottlenecks that stand between supply and demand in our culture go away and

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everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

The Most Powerful Idea in the World

The #1 NEW YORK TIMES Bestseller The basis for the PBS Ken Burns Documentary The Gene: An Intimate History From the Pulitzer Prize – winning author of The Emperor of All Maladies—a fascinating history of the gene and “ a magisterial account of how human minds have laboriously, ingeniously picked apart what makes us tick ” (Elle). "Sid Mukherjee has the uncanny ability to bring together science, history, and the future in a way that is understandable and riveting, guiding us through

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both time and the mystery of life itself." – Ken Burns “ Dr. Siddhartha Mukherjee dazzled readers with his Pulitzer Prize-winning *The Emperor of All Maladies* in 2010. That achievement was evidently just a warm-up for his virtuoso performance in *The Gene: An Intimate History*, in which he braids science, history, and memoir into an epic with all the range and biblical thunder of *Paradise Lost* ” (The New York Times). In this biography Mukherjee brings to life the quest to understand human heredity and its surprising influence on our lives, personalities, identities, fates, and choices. “ Mukherjee expresses abstract intellectual ideas through emotional stories...[and] swaddles his medical rigor with rhapsodic tenderness, surprising vulnerability, and occasional flashes of pure poetry ” (The Washington Post). Throughout, the story of Mukherjee ’ s own family—with its tragic and bewildering history of mental illness—reminds us of the questions that hang over our ability to translate the science of genetics from the laboratory to the real world. In riveting and dramatic prose, he describes the centuries of research and experimentation—from Aristotle and Pythagoras to Mendel and Darwin, from Boveri and Morgan to Crick, Watson and Franklin, all the way through the revolutionary twenty-first century innovators who mapped the human genome. “ A fascinating and often sobering history of how humans came to understand the roles of genes in making us who we are—and what our manipulation of those genes might mean for our future ” (Milwaukee Journal-Sentinel), *The Gene* is the revelatory and magisterial history of a scientific idea coming to life, the most crucial science of our time, intimately explained by a master. “ *The Gene* is a book we all should read ” (USA TODAY).

The Long Tail

“ Anyone with a passing interest in economic history will thoroughly enjoy ” this account of how

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industry transformed the world (The Seattle Times). In less than one hundred and fifty years, an unlikely band of scientists, spies, entrepreneurs, and political refugees took a world made of wood and powered by animals, wind, and water, and made it into something entirely new, forged of steel and iron, and powered by steam and fossil fuels. This “entertaining and informative” account weaves together the dramatic stories of giants such as Edison, Watt, Wedgwood, and Daimler with lesser-known or entirely forgotten characters, including a group of Japanese samurai who risked their lives to learn the secrets of the West, and John “Iron Mad” Wilkinson, who didn’t let war between England and France stop him from plumbing Paris (The Wall Street Journal). “Integrating lively biography with technological clarity, Weightman converts the Industrial Revolution into an enjoyably readable period of history.” —Booklist “Skillfully stitching together thumbnail sketches of a large number of inventors, architects, engineers, and visionaries. . . . Weightman expertly marshals his cast of characters across continents and centuries, forging a genuinely global history that brings the collaborative, if competitive, business of industrial innovation to life.” —The New York Times Book Review

Excellence Through Equity

"An important book, rich with history and stories. it brings our most essential industry -- farming -- into new perspective. Reading it made me want to get out a crop". -- Bobbie Ann Mason Copyright © Libri GmbH. All rights reserved.

The Industrial Revolutionaries

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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 Most Powerful Idea in the World

Explores the internal workings of neoliberalism by dissecting the diverse interpretations that have been advanced in academia. Using a critical geographical approach the book arrives at a discursive understanding of neoliberalism by combining interpretations from political economy with poststructuralist thought.

The Devil Finds Work

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator ' s DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator ' s Dilemma*, *The Innovator ' s Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how

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Individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

The Only Plane in the Sky

In this selection from over twenty years of reporting and writing, Ian Jack sets out to deal with contemporary Britain - from national disasters to football matches to obesity - but is always drawn back in time, vexed by the question of what came first. In 'Women and Children First', watching the film *Titanic* leads into an investigation into the legend of Wallace Henry Hartley, the famous band leader of the doomed liner, while 'The 12.10 to Leeds', a magnificent report on the Hatfield rail crash, begins its hunt for clues in the eighteenth century in the search for those responsible. Further afield, he finds vestiges of a vanished Britain in the Indian subcontinent, meeting characters like maverick English

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missionary and linguist William Carey, credited with importing India's first steam engine. Full of the style, knowledge and intimacy that makes his work so special, this collection is the perfect introduction to the work of one of the country's finest writers.

Measure What Matters

The sweeping true story of how the steam engine changed the world, from the acclaimed author of *Miracle Cure* If all measures of human advancement in the last hundred centuries were plotted on a graph, they would show an almost perfectly flat line—until the eighteenth century, when the Industrial Revolution would cause the line to shoot straight up, beginning an almost uninterrupted march of progress. In *The Most Powerful Idea in the World*, William Rosen tells the story of the men responsible for the Industrial Revolution and the machine that drove it—the steam engine. In the process he tackles the question that has obsessed historians ever since: What made eighteenth-century Britain such fertile soil for inventors? Rosen's answer focuses on a simple notion that had become enshrined in British law the century before: that people had the right to own and profit from their ideas. The result was a period of frantic innovation revolving particularly around the promise of steam power. Rosen traces the steam engine's history from its early days as a clumsy but sturdy machine, to its coming-of-age driving the wheels of mills and factories, to its maturity as a transporter for people and freight by rail and by sea. Along the way we enter the minds of such inventors as Thomas Newcomen and James Watt, scientists including Robert Boyle and Joseph Black, and philosophers John Locke and Adam Smith—all of whose insights, tenacity, and ideas transformed first a nation and then the world. William Rosen is a masterly storyteller with a keen eye for the “aha!” moments of invention and a gift for clear and entertaining

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explanations of science. The Most Powerful Idea in the World will appeal to readers fascinated with history, science, and the hows and whys of innovation itself.

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