

Icons And Idiots Straight Talk On Leadership

Writing from the perspective of a friend, Frederick Joseph offers candid reflections on his own experiences with racism and conversations with prominent artists and activists about theirs—creating an essential read for white people who are committed anti-racists and those newly come to the cause of racial justice. “We don’t see color.” “I didn’t know Black people liked Star Wars!” “What hood are you from?” For Frederick Joseph, life as a transfer student in a largely white high school was full of wince-worthy moments that he often simply let go. As he grew older, however, he saw these as missed opportunities not only to stand up for himself, but to spread awareness to those white people who didn’t see the negative impact they were having. Speaking directly to the reader, *The Black Friend* calls up race-related anecdotes from the author’s past, weaving in his thoughts on why they were hurtful and how he might handle things differently now. Each chapter features the voice of at least one artist or activist, including Angie Thomas, author of *The Hate U Give*; April Reign, creator of #OscarsSoWhite; Jemele Hill, sports journalist and podcast host; and eleven others. Touching on everything from cultural appropriation to power dynamics, “reverse racism” to white privilege, microaggressions to the tragic results of overt racism, this book serves as conversation starter, tool kit, and invaluable window into the life of a former “token Black kid” who now presents himself as the friend many readers need. Backmatter includes an encyclopedia of racism, providing details on relevant historical events, terminology, and more.

Provides Chrysler's Senior Manager Bob Lutz's philosophy behind his "Seven Laws" of business, explaining how that can be applied in relation to making changes, transforming an operation, and creating a successful company. 50,000 first printing. \$75,000 ad/promo. Tour.

Six days ago, astronaut Mark Watney became one of the first people to walk on Mars. Now, he's sure he'll be the first person to die there. After a dust storm nearly kills him and forces his crew to evacuate while thinking him dead, Mark finds himself stranded and completely alone with no way to even signal Earth that he's alive--and even if he could get word out, his supplies would be gone long before a rescue could arrive. Chances are, though, he won't have time to starve to death. The damaged machinery, unforgiving environment, or plain old "human error" are much more likely to kill him first. But Mark isn't ready to give up yet. Drawing on his ingenuity, his engineering skills--and a relentless, dogged refusal to quit--he steadfastly confronts one seemingly insurmountable obstacle after the next. Will his resourcefulness be enough to overcome the impossible odds against him?

In his trademark straight-talking style, legendary auto executive Lee Iacocca speaks his mind on the most pressing issues facing America today: the shortage of responsible leaders in the business world and in government; the nation's damaged relations with its longtime allies; the challenges presented by the

emergence of China and India on the world's economic stage; the decline of the American car business; and the state of the American family. Iacocca shares the lessons he's learned from a lifetime of hard work and adventure, of spectacular successes and stunning defeats, of integrity and grace and good old-fashioned American optimism.

The habits we develop over time can result in both positive and negative behaviors. For example, habitually snacking or smoking will result in poor health, but learning to always fasten your seatbelt or lock your doors can save your life. On both sides of the spectrum, our habits have a profound effect on our lives--including in the workplace. Author and CEO Martin Lanik has studied hundreds of leaders across the globe to spotlight 22 essential leadership abilities that can be held by anyone by simply putting into practice the small, learnable behaviors necessary to make enduring, rewarding habits from them. The Leader Habit doesn't merely explain what these critical leadership abilities are, however; it provides a simple 5-minute exercise for each one so that readers can practice these new skills until they click--and the habit is formed! By focusing on one skill at a time--including selling the vision, delegating well, overcoming resistance, negotiating effectively, and more--this eye-opening resource will build in readers the muscle memory necessary to turn leadership skills into lasting habits.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

* Instant NEW YORK TIMES and USA TODAY bestseller * * GOODREADS CHOICE AWARD WINNER for BEST DEBUT and BEST ROMANCE of 2019 * * BEST BOOK OF THE YEAR* for VOGUE, NPR, VANITY FAIR, and more! *

What happens when America's First Son falls in love with the Prince of Wales? When his mother became President, Alex Claremont-Diaz was promptly cast as the American equivalent of a young royal. Handsome, charismatic, genius—his image is pure millennial-marketing gold for the White House. There's only one problem: Alex has a beef with the actual prince, Henry, across the pond. And when the tabloids get hold of a photo involving an Alex-Henry altercation, U.S./British relations take a turn for the worse. Heads of family, state, and other

handlers devise a plan for damage control: staging a truce between the two rivals. What at first begins as a fake, Instagramable friendship grows deeper, and more dangerous, than either Alex or Henry could have imagined. Soon Alex finds himself hurtling into a secret romance with a surprisingly unstuffy Henry that could derail the campaign and upend two nations and begs the question: Can love save the world after all? Where do we find the courage, and the power, to be the people we are meant to be? And how can we learn to let our true colors shine through? Casey McQuiston's *Red, White & Royal Blue* proves: true love isn't always diplomatic. "I took this with me wherever I went and stole every second I had to read! Absorbing, hilarious, tender, sexy—this book had everything I crave. I'm jealous of all the readers out there who still get to experience *Red, White & Royal Blue* for the first time!" - Christina Lauren, New York Times bestselling author of *The Unhoneymooners* "*Red, White & Royal Blue* is outrageously fun. It is romantic, sexy, witty, and thrilling. I loved every second." - Taylor Jenkins Reid, New York Times bestselling author of *Daisy Jones & The Six*

Shut Up, Stop Whining, and Get a Life was immediately hailed as "not your average self-help book" and demanded attention and praise right out of the gate. It is now considered one of the icons of the personal development movement. Now, Larry Winget is back with his signature caustic, no-nonsense, hilarious style, which earned him the titles "Pitbull of Personal Development®" and "World's Only Irritational Speaker®." Winget's "get off your butt and go to work" approach to self-improvement boils success down to a simple formula: Everything in your life gets better when you get better. Get tangible advice from one of the world's most successful speakers and the author of five bestselling books and television personality. Learn the keys to turning your life, money and business around. Stop making excuses, stop blaming others and take responsibility for your life and your results The brutal advice he offers has changed the lives of millions of people and increased sales for countless businesses. In this Second Edition of *Shut Up, Stop Whining, and Get a Life*, Winget takes the same principles and expands the lessons with brand new examples, stories, and added wisdom. It may sound ruthless, but your life is your own fault and if you shut up, stop whining, and take action you can create a better life.

Icons and Idiots Straight Talk on Leadership Penguin

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth,

fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read. A radically new, and easily learned, way to outstrategize your rivals. "The wise win before they fight, while the ignorant fight to win." So wrote Zhuge Liang, the great Chinese military strategist. He was referring to battlefield tactics, but the same can be said about any strategic situation. Even seemingly certain defeat can be turned into victory—whether in battle, business, or life—by those with the strategic vision to recognize how to "change the game" to their own advantage. The aim of David McAdams's Game-Changer is nothing less than to empower you with this wisdom—not just to win in every strategic situation (or "game") you face but to change those games and the ecosystems in which they reside to transform your life and our lives together for the better. Game-Changer develops six basic ways to change games—commitment, regulation, cartelization, retaliation, trust, and relationships—enlivened by countless colorful characters and unforgettable examples from the worlds of business, medicine, finance, military history, crime, sports, and more. The book then digs into several real-world strategic challenges, such as how to keep prices low on the Internet, how to restore the public's lost trust in for-charity telemarketers, and even how to save mankind from looming and seemingly unstoppable drug-resistant disease. In each case, McAdams uses the game-theory approach developed in the book to identify the strategic crux of the problem and then leverages that "game-awareness" to brainstorm ways to change the game to solve or at least mitigate the underlying problem. So get ready for a fascinating journey. You'll emerge a deeper strategic thinker, poised to change and win all the games you play. In doing so, you can also make the world a better place. "Just one Game-Changer [is] enough to seed and transform an entire organization into a more productive, happier, and altogether better place," McAdams writes. Just imagine what we can do together.

"So Real It Hurts is the perfect title for this collection. It's a mission statement. A few bleeding slices straight from the butcher shop. A sampler from an enormous archive of work that will, no doubt, be pored over by grad students, book lovers, film historians, music nerds and straight-up perverts a hundred years from now." —Anthony Bourdain, from the Introduction Through personal essays and interviews, punk musician and cultural icon Lydia Lunch claws and rakes at the reader's conscience in this powerful, uninhibited feminist collection. Oscillating between provocative celebrations of her own defiant nature and nearly-tender ruminations on the debilitating effects of poverty, abuse, and environmental pollution, along with a visceral revenge fantasy against misogynistic men, Lydia

Lunch presents her exploits without apology, daring the reader to judge her while she details the traumas and trials that have shaped her into the legendary figure she's become. Inserted between these biting personal essays, Lunch thoughtful cultural insights convey a widely-shared desire to forestall inevitable cultural amnesia and solidify a legacy for her predecessors and peers. Her interview with Hubert Selby Jr. and profile of Herbert Hunke, her short unromanticized histories of No Wave and of the late Sixties, and her scathing examination of the monetization of counterculture (thanks, Vivienne Westwood!) all serve to reinforce the notion that, while it may appear that there are no more heroes, we are actually just looking for heroes in the wrong places. The worthy idols of the past have been obscured by more profitable historical narratives, but Lunch challenges us to dig deeper. So *Real It Hurts* pulls the reader into a world that is entirely hers — one in which she exacts vengeance against predators with an enviable ease and exerts an almost-sexual dominance over authority, never permitting those with power to hold on to it too tightly.

More than two hundred photographs comprehensively illustrate pitching technique from grip to follow through in a guide that details the Cy Young Award-winning pitcher's conditioning regimen and his ideas on mental preparedness. In this hilarious, candid, and warm debut, *Icon For Hire* vocalist Ariel Bloomer bares her soul and shares her struggles, coupling accessible autobiography with practical advice and inspiration for navigating the messiest parts of life. From growing up a passionate but troubled spiritual seeker to chasing her rock n' roll dreams, Bloomer's journey illustrates the importance of cultivating self-love and the transformational nature of creativity, and how to access the artist inside all of us. Turning one's pain into art is an intense but rewarding endeavor, and is one we can all benefit from if we're brave enough to say yes to the challenge.

A Most-Anticipated Book of 2021: BuzzFeed * The Millions * Cosmopolitan * Electric Literature * LGBTQ Reads * Paperback Paris One of Advocate's "22 LGBTQ+ Books You Absolutely Need to Read This Year" "An intimate saga that brims with necessary conversations about cultural identity." —O, The Oprah Magazine, "32 LGBTQ Books That Will Change the Literary Landscape in 2021" It is 2015, weeks after the Supreme Court marriage equality ruling, and all Sebastian Mote wants is to settle down. A high school art history teacher, newly single and desperately lonely, he envies his queer students their freedom to live openly the youth he lost to fear and shame. When he runs into his childhood friend Oscar Burnham at a wedding in Washington, D.C., he can't help but see it as a second chance. Now thirty-five, the men haven't seen each other in more than a decade. But Oscar has no interest in their shared history, nor in the sense of belonging Sebastian craves. Instead, he's outraged by what he sees as the death of gay culture: bars overrun with bachelorette parties, friends coupling off and having babies. For Oscar, conformity isn't peace, it's surrender. While Oscar and Sebastian struggle to find their place in a rapidly changing world, each is drawn into a cross-generational friendship that treads the line between envy

and obsession: Sebastian with one of his students, Oscar with an older icon of the AIDS era. And as they collide again and again, both men must reckon not just with one another but with themselves. Provocative, moving, and rich with sharply drawn characters, *Let's Get Back to the Party* introduces an exciting and contemporary new talent.

From nationally bestselling author, YouTube star, and Facebook Video sensation Laura Clery comes a collection of comedic essays that paint "an honest, complicated portrait of how your life can change" (*SheKnows*). Laura Clery makes a living by sharing inappropriate comedy sketches with millions of strangers on the internet. She writes songs about her anatomy, talks trash about her one-eyed rescue pug, and sexually harasses her husband, Stephen. And it pays the bills! Now, in her first-ever book, Laura recounts how she went from being a dangerously impulsive, broke, unemployable, suicidal, cocaine-addicted narcissist, crippled by fear and hopping from one toxic romance to the next...to a more-happy-than-not, somewhat rational, meditating, vegan yogi with good credit, a great marriage, a fantastic career, and four unfortunate-looking rescue animals. Still, above all, Laura remains an amazingly talented, adorable, and vulnerable, self-described...Idiot. With her signature brand of offbeat, no-holds-barred humor, *Idiot* introduces you to a wildly original—and undeniably relatable—new voice.

In 1874, just two years before General George A. Custer's death at Little Big Horn, a collection of his magazine articles was published as "My Life on the Plains." Custer, General in the U.S. Army's Seventh Cavalry, wrote personal accounts of his encounters with Native Americans during the western Indian warfare of 1867-1869. The collection was a document of its time and an important primary source for anyone interested in U.S. military affairs and U.S./Native American relations. Custer's references to Indians as "bloodthirsty savages" were tempered by his empathetic understanding of their reason for fighting: "If I were an Indian, I often think I would greatly prefer to cast my lot among those of my people who adhered to the free open plains, rather than submit to the confined limits of a reservation"

In telling the story of his own accidental "coming of age," English professor Bradley Butterfield tells the stories of a whole cast of lovable, if fallible, characters from his childhood and of the Denver he grew up in from the dawn of disco to the Reagan era. *IDIOT BOYS* is a relentlessly funny, heartbreakingly sad, and ultimately philosophical look at the particular idiocy of boys and the universal stupidity of man. Each chapter, or "Exhibit," represents a rough archetype of idiot boy behavior and a stage in young Butterfield's quixotic quest to figure himself out and become the hero of his own movie. Butterfield's narration meanders between every phase of his youth, from pre-school to his first semester in college, but there turns out to be a method in this seeming madness as it builds to a gut-wrenching climax involving repressed memories surrounding his mother's death and the inevitable dissolution of those childhood friendships he

thought would last forever.

When Bob Lutz retired from General Motors in 2010, after an unparalleled forty-seven-year career in the auto industry, he was one of the most respected leaders in American business. He had survived all kinds of managers over those decades: tough and timid, analytical and irrational, charismatic and antisocial, and some who seemed to shift frequently among all those traits. His experiences made him an expert on leadership, every bit as much as he was an expert on cars and trucks. Now Lutz is revealing the leaders-good, bad, and ugly-who made the strongest impression on him throughout his career. *Icons and Idiots* is a collection of shocking and often hilarious true stories and the lessons Lutz drew from them. From enduring the sadism of a Marine Corps drill instructor, to working with a washed-up alcoholic, to taking over the reins from a convicted felon, he reflects on the complexities of all-too-human leaders. No textbook or business school course can fully capture their idiosyncrasies, foibles and weaknesses - which can make or break companies in the real world. Lutz shows that we can learn just as much from the most stubborn, stupid, and corrupt leaders as we can from the inspiring geniuses. The result is a powerful and entertaining guide for any aspiring leader.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

NEW YORK TIMES BESTSELLER "If you're looking for a book to take on holiday this summer, *The Seven Husbands of Evelyn Hugo* has got all the glitz and glamour to make it a perfect beach read." —Bustle From the New York Times bestselling author of *Daisy Jones & the Six*—an entrancing and "wildly addictive journey of a reclusive Hollywood starlet" (PopSugar) as she reflects on her relentless rise to the top and the risks she took, the loves she lost, and the long-held secrets the public could never imagine. Aging and reclusive Hollywood

movie icon Evelyn Hugo is finally ready to tell the truth about her glamorous and scandalous life. But when she chooses unknown magazine reporter Monique Grant for the job, no one is more astounded than Monique herself. Why her? Why now? Monique is not exactly on top of the world. Her husband has left her, and her professional life is going nowhere. Regardless of why Evelyn has selected her to write her biography, Monique is determined to use this opportunity to jumpstart her career. Summoned to Evelyn's luxurious apartment, Monique listens in fascination as the actress tells her story. From making her way to Los Angeles in the 1950s to her decision to leave show business in the '80s, and, of course, the seven husbands along the way, Evelyn unspools a tale of ruthless ambition, unexpected friendship, and a great forbidden love. Monique begins to feel a very real connection to the legendary star, but as Evelyn's story near its conclusion, it becomes clear that her life intersects with Monique's own in tragic and irreversible ways. "Heartbreaking, yet beautiful" (Jamie Blynn, *Us Weekly*), *The Seven Husbands of Evelyn Hugo* is "Tinseltown drama at its finest" (Redbook): a mesmerizing journey through the splendor of old Hollywood into the harsh realities of the present day as two women struggle with what it means—and what it costs—to face the truth.

Renowned expert Mortensen combines scientific research with real-world studies to provide the most authoritative and effective arsenal of proven techniques for persuading, influencing, and motivating others. Readers will learn the 12 Laws of Persuasion.

. *Renewal of Life by Transmission*. The most notable distinction between living and inanimate things is that the former maintain themselves by renewal. A stone when struck resists. If its resistance is greater than the force of the blow struck, it remains outwardly unchanged. Otherwise, it is shattered into smaller bits. Never does the stone attempt to react in such a way that it may maintain itself against the blow, much less so as to render the blow a contributing factor to its own continued action. While the living thing may easily be crushed by superior force, it none the less tries to turn the energies which act upon it into means of its own further existence. If it cannot do so, it does not just split into smaller pieces (at least in the higher forms of life), but loses its identity as a living thing. As long as it endures, it struggles to use surrounding energies in its own behalf. It uses light, air, moisture, and the material of soil. To say that it uses them is to say that it turns them into means of its own conservation. As long as it is growing, the energy it expends in thus turning the environment to account is more than compensated for by the return it gets: it grows. Understanding the word "control" in this sense, it may be said that a living being is one that subjugates and controls for its own continued activity the energies that would otherwise use it up. Life is a self-renewing process through action upon the environment.

A liberal political satirist examines the frequently ridiculous world of American politics, showcasing the absurdities of presidential hopefuls and America's elite policymakers.

HuffPost 20 Best Business Books of 2017 ? Learn communication skills secrets from one of the most successful TED Talks stars of all time Transform your communication skills: Have you ever felt like you're talking, but nobody is listening? Renowned five time TED Talks speaker and author Julian Treasure reveals how to speak so that people listen – and how to listen so that people feel heard. As this leading sound expert demonstrates via interviews with world-class speakers, professional performers and CEOs atop their field, the secret lies in developing simple habits that can transform our communication skills, the quality of our relationships and our impact in the world. Effective speaking, listening, and understanding skills: How to be Heard includes never-before-seen exercises to develop your communication skills that are as effective at home as in the boardroom or conference call. Julian Treasure offers an inspiring vision for a sonorous world of effective speaking, listening and understanding. Communication skills secrets and tips discussed in How to be Heard include:

- Sound affects us all: How to make it work for you and improve your wellbeing, effectiveness and happiness. Why listening matters. How listening and speaking affect one another.
- The seven deadly sins of speaking and listening: And how to avoid them; the four cornerstones of powerful speaking and listening.
- How to listen and why we don't: Your listening filters, and how to use them. Five simple exercises to achieve conscious listening. Tips from great listeners. Inner listening.
- Your voice: The instrument we all play, and how to play it beautifully. The power of your vocal toolbox and how to build your speaking power; tricks of great speakers; simple exercises and practices to develop your voice.
- Saying what you mean: How to plan and structure content so you always hit the bullseye. Clean language. Secrets of rhetoric; great speeches unpacked; exercises and methods to achieve clarity, precision and impact. Five danger words to avoid.
- Stagecraft: How to deliver a great talk. Practice, preparation, tools and aids, common mistakes and how to avoid them, stage presence - how to act and talk like a top professional speaker and win over any audience. The five most common errors and how to avoid them.

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Iacocca: The legendary Chrysler CEO appeared to be brilliant and bold, but was often vulnerable and insecure behind the scenes. G. Richard "Rick" Wagoner: The perfect peacetime CEO whose superior intelligence couldn't save GM from steep decline and a government bailout. As Lutz writes: We'll examine bosses who were profane, insensitive, totally politically incorrect, and who "appropriated" insignificant items from hotels or the company. We'll visit the mind of a leader who did little but sit in his office. We'll look at another boss who could analyze a highly complex profit-and-loss statement or a balance sheet at a glance, yet who, at times, failed to grasp the simplest financial mechanisms—how things actually worked in practice to create the numbers in the real world. The result is a powerful and entertaining guide for any aspiring leader. Explores the mind and soul of one of society's favorite punch lines, exposing the truth about this very human group of people who have been scorned and insulted enough and are tired of being dubbed "white trash." 30,000 first printing.

THE INSTANT NEW YORK TIMES BESTSELLER! "Set in an immersive world of elemental magic, legendary godsbeasts, and cutthroat assassins, Claire Legrand's *Furyborn* is an addictive, fascinating fantasy." — Kendare Blake, #1 New York Times bestselling author of the *Three Dark Crowns* series Two fiercely independent young women, centuries apart, hold the power to save their world...or doom it. When assassins ambush her best friend, Rielle Dardenne risks everything to save him, exposing herself as one of a pair of prophesied queens: a queen of light, and a queen of blood. To prove she is the Sun Queen, Rielle must endure seven elemental magic trials. If she fails, she will be executed...unless the trials kill her first. One thousand years later, the legend of Queen Rielle is a fairy tale to Eliana Ferracora. A bounty hunter for the Undying Empire, Eliana believes herself untouchable—until her mother vanishes. To find her, Eliana joins a rebel captain and discovers that the evil at the empire's heart is more terrible than she ever imagined. As Rielle and Eliana fight in a cosmic war that spans millennia, their stories intersect, and the shocking connections between them ultimately determine the fate of their world—and of each other. A thrilling, dark fantasy perfect for fans of Leigh Bardugo and Holly Black! Additional Praise for *Furyborn*: A BuzzFeed Most Anticipated Title of Spring 2018 A Goodreads Most Anticipated Title of Spring 2018 A Bustle Most Anticipated Title of Spring 2018 "A must-read." —Refinery29 "A series to watch." —Paste Magazine "Visionary." —Bustle "One of the biggest new YA Fantasies." —Entertainment Weekly "Empowering." —BuzzFeed Presents the four principles of leadership and philosophy embraced by the Sioux chief Crazy Horse, and explains that each individual has the ability within to influence others and become a leader.

Word of Mouth? Engagement? Author Brand? Today's successful author needs a strong online presence, but how do you choose which social media platforms work best for your books while building your readership? Marketing professor Tyra Burton and international bestselling author Jana Oliver tackle tough Social Media questions with real-world examples and insights to help you build your brand and expand your fanbase. * Using Social Media to Increase Sales * Establishing an Author Brand * Utilizing Analytical Tools to Reach Your Readers * Creating Shareable & Engaging Content * Word of Mouth & Influencers * Copyright & Trademark Basics * Getting the most from Google+, Facebook, Twitter & Tumblr * Building Brand with Pinterest, Goodreads & Amazon

Winner of the 2017 Pulitzer Prize. Filled with warm humor and tremendous heart, *SWEAT* tells the story of a group of friends who have spent their lives sharing drinks, secrets, and laughs while working together on the factory floor. But when layoffs and picket lines begin to chip away at their trust, the friends find themselves pitted against each other in a heart-wrenching fight to stay afloat.

A legend in the car industry reveals the philosophy that's starting to turn General Motors around. In 2001, General Motors hired Bob Lutz out of retirement with a mandate to save the company by making great cars again. He launched a war against penny pinching, office politics, turf wars, and risk avoidance. After declaring bankruptcy during the recession of 2008, GM is back on track thanks to its embrace of Lutz's philosophy. When Lutz got into the auto business in the early sixties, CEOs knew that if you captured the public's imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put their faith in analysis, determined to eliminate the "waste" and "personality worship" of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz's commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace.

A former slave finds danger, intrigue, and passion undercover as a spy in first of this Civil War–era romance series from an award-winning author. Elle Burns is a former slave with a passion for justice and an eidetic memory. Trading in her life of freedom in Massachusetts, she returns to the indignity of slavery in the South—to spy for the Union Army. Malcolm McCall is a detective for Pinkerton's Secret Service. Subterfuge is his calling, but he's facing his deadliest mission yet—risking his life to infiltrate a Rebel enclave in Virginia. Two undercover agents who share a common cause—and an undeniable attraction—Malcolm and Elle join forces when they discover a plot that could turn the tide of the war in the Confederacy's favor. Caught in a tightening web of wartime intrigue, and fighting a fiery and forbidden love, Malcolm and Elle must make their boldest move to preserve the Union at any cost—even if it means losing each other.

. . . An Entertainment Weekly TOP 10 ROMANCE BOOKS OF THE YEAR A Bookpage TOP PICK A Kirkus BEST BOOKS OF 2017 A Vulture TOP 10 ROMANCE BOOKS OF 2017 A Publishers Weekly BEST BOOKS OF 2017 A Booklist TOP 10 ROMANCE FICTION 2017 "Richly detailed setting, heart-stopping plot, and unforgettable characters." —Deanna Raybourn, New York Times–bestselling author "You should absolutely read this book, immediately, if you haven't already. . . . This book is a marvelous, intelligent, respectful, breathtaking treat for your brain." —Smart Bitches, Trashy Books

THE NEW YORK TIMES BESTSELLER Great work lives inside all of us. The question is: Do we make the contributions we're capable of? Is our best work getting out there? Breaking through? Creating a difference the world loves? We've long been told our ability to succeed depends on our IQ, talent, education level, gender, job title, or when and where we were born. Great Work turns that conventional thinking on its head to reveal that innovation can come from anyone, anywhere. Especially you. With insights from the largest-ever study of award-winning work, Great Work reveals five practical

skills that will help you ideate, innovate, and deliver work that gets noticed and appreciated. Great Work is filled with stories of real people in real jobs who did what was asked and then added something extra--a personal touch all their own--to deliver better-than-asked-for results. Their stories will inspire you to write your own page in the book of human progress. PRAISE FOR GREAT WORK "Great Work has me believing anyone can deliver a difference. I predict that 'making a difference people love' will embed itself in our lexicon for decades to come. -- STEPHEN M. R. COVEY, AUTHOR OF THE BESTSELLER THE SPEED OF TRUST "I recommend it to everyone, from every background, who has dreams of accomplishing great work." -- BARBARA CORCORAN, REAL ESTATE MOGUL, "SHARK" ON ABC'S SHARK TANK "We all know difference makers who, in small ways, make a profound impact on how we work and live. This book helps us celebrate them." -- TOM POST, MANAGING EDITOR, FORBES MEDIA "Great Work is a great work. It educates, inspires, and offers specific tools any employee or leader can use." -- DAVE ULRICH, PROFESSOR, ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN; PARTNER, THE RBL GROUP "It takes passion, risk, and foresight to think beyond the status quo and see problems as opportunities. This book is inspiration for doing exactly that." -- KARIM RASHID, INTERNATIONALLY RENOWNED DESIGNER "Outstanding! A must read. Great Work will give you a whole new toolkit for success." -- LARRY KING, LEGENDARY INTERNATIONAL RADIO AND TELEVISION BROADCASTER

The "highly entertaining and thoroughly reprehensible" #1 New York Times bestseller—now with sixteen pages of photos and a new introduction (The New York Times). My name is Tucker Max, and I am an asshole. I get excessively drunk at inappropriate times, disregard social norms, indulge every whim, ignore the consequences of my actions, mock idiots and posers, sleep with more women than is safe or reasonable, and just generally act like a raging dickhead. But, I do contribute to humanity in one very important way: I share my adventures with the world. --from the Introduction Actual reader feedback: "I find it truly appalling that there are people in the world like you. You are a disgusting, vile, repulsive, repugnant, foul creature. Because of you, I don't believe in God anymore. No just God would allow someone like you to exist." "I'll stay with God as my lord, but you are my savior. I just finished reading your brilliant stories, and I laughed so hard I almost vomited. I want to bring that kind of joy to people. You're an artist of the highest order and a true humanitarian to boot. I'm in both shock and awe at how much I want to be you."

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***INSTANT NEW YORK TIMES BESTSELLER* *INSTANT USA TODAY**

BESTSELLER* *INSTANT #1 INDIE BESTSELLER* From the New York Times

bestselling author of Red, White & Royal Blue comes a new romantic comedy that will stop readers in their tracks... For cynical twenty-three-year-old August, moving to New York City is supposed to prove her right: that things like magic and cinematic love stories don't exist, and the only smart way to go through life is alone. She can't imagine how waiting tables at a 24-hour pancake diner and moving in with too many weird roommates could possibly change that. And there's certainly no chance of her subway commute being anything more than a daily trudge through boredom and electrical failures. But then, there's this gorgeous girl on the train. Jane. Dazzling, charming, mysterious, impossible Jane. Jane with her rough edges and swoopy hair

and soft smile, showing up in a leather jacket to save August's day when she needed it most. August's subway crush becomes the best part of her day, but pretty soon, she discovers there's one big problem: Jane doesn't just look like an old school punk rocker. She's literally displaced in time from the 1970s, and August is going to have to use everything she tried to leave in her own past to help her. Maybe it's time to start believing in some things, after all. Casey McQuiston's *One Last Stop* is a magical, sexy, big-hearted romance where the impossible becomes possible as August does everything in her power to save the girl lost in time. "A dazzling romance, filled with plenty of humor and heart." - Time Magazine, "The 21 Most Anticipated Books of 2021" "Dreamy, other worldly, smart, swoony, thoughtful, hilarious - all in all, exactly what you'd expect from Casey McQuiston!" - Jasmine Guillory, New York Times bestselling author of *The Proposal* and *Party for Two*

Do you ever think you're the only one making any sense? Or tried to reason with your partner with disastrous results? Do long, rambling answers drive you crazy? Or does your colleague's abrasive manner rub you the wrong way? You are not alone. After a disastrous meeting with a highly successful entrepreneur, who was genuinely convinced he was 'surrounded by idiots', communication expert and bestselling author, Thomas Erikson dedicated himself to understanding how people function and why we often struggle to connect with certain types of people. *Surrounded by Idiots* is an international phenomenon, selling over 1.5 million copies worldwide. It offers a simple, yet ground-breaking method for assessing the personalities of people we communicate with – in and out of the office – based on four personality types (Red, Blue, Green and Yellow), and provides insights into how we can adjust the way we speak and share information. Erikson will help you understand yourself better, hone communication and social skills, handle conflict with confidence, improve dynamics with your boss and team, and get the best out of the people you deal with and manage. He also shares simple tricks on body language, improving written communication, advice on when to back away or when to push on, and when to speak up or shut up. Packed with 'aha!' and 'oh no!' moments, *Surrounded by Idiots* will help you understand and communicate with those around you, even people you currently think are beyond all comprehension. And with a bit of luck you can also be confident that the idiot out there isn't you!

Six teenagers' lives intertwine during one thrilling summer full of romantic misunderstandings and dangerous deals in this sparkling retelling of Shakespeare's *Much Ado About Nothing*. After she gets kicked out of boarding school, seventeen-year-old Beatrice goes to her uncle's estate on Long Island. But *Hey Nonny Nonny* is more than just a rundown old mansion. Beatrice's cousin, Hero, runs a struggling speakeasy out of the basement—one that might not survive the summer. Along with Prince, a poor young man determined to prove his worth; his brother, John, a dark and dangerous agent of the local mob; Benedick, a handsome trust-fund kid trying to become a writer; and Maggie, a beautiful and talented singer; Beatrice and Hero throw all their efforts into planning a massive party to save the speakeasy. Despite all their worries, the summer is beautiful, love is in the air, and Beatrice and Benedick are caught up in a romantic battle of wits that their friends might be quietly orchestrating in the background. Hilariously clever and utterly charming, McKelle George's debut novel is full of intrigue and 1920s charm. For fans of Jenny Han, Stephanie Perkins, and Anna

Godbersen.

The first wave of the Millennial Generation—born between 1980 and 2001—is entering the work force, and employers are facing some of the biggest management challenges they've ever encountered. They are trying to integrate the most demanding and most coddled generation in history into a workplace shaped by the driven baby-boom generation. Like them or not, the millennials are America's future work force. They are actually a larger group than the boomers—92 million vs. 78 million. The millennials are truly trophy kids, the pride and joy of their parents who remain closely connected even as their children head off to college and enter the work force. Millennials are a complex generation, with some conflicting characteristics. Although they're hard working and achievement oriented, most millennials don't excel at leadership and independent problem solving. They want the freedom and flexibility of a virtual office, but they also want rules and responsibilities to be spelled out explicitly. "It's all about me," might seem to be the mantra of this demanding bunch of young people, yet they also tend to be very civic-minded and philanthropic. This book will let readers meet the millennials and learn how this remarkable generation promises to stir up the workplace and perhaps the world. It provides a rich portrait of the millennials, told through the eyes of millennials themselves and from the perspectives of their parents, educators, psychologists, recruiters, and corporate managers. Clearly, the millennials represent a new breed of student, worker, and global citizen, and this book explores in depth their most salient attributes, particularly as they are playing out in the workplace. It also describes how companies are changing tactics to recruit millennials in the Internet age and looks at some of this generation's dream jobs.

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