

Trust Me Im Lying Confessions Of A Media Manipulator

Renowned economist and author of Big Business Tyler Cowen brings a groundbreaking analysis of capitalism, the job market, and the growing gap between the one percent and minimum wage workers in this follow-up to the New York Times bestseller *The Great Stagnation*. The United States continues to mint more millionaires and billionaires than any country ever. Yet, since the great recession, three quarters of the jobs created here pay only marginally more than minimum wage. Why is there growth only at the top and the bottom? Economist and bestselling author Tyler Cowen explains that high earners are taking ever more advantage of machine intelligence and achieving ever-better results. Meanwhile, nearly every business sector relies less and less on manual labor, and that means a steady, secure life somewhere in the middle—average—is over. In *Average is Over*, Cowen lays out how the new economy works and identifies what workers and entrepreneurs young and old must do to thrive in this radically new economic landscape.

"A broad and deep look at how electronic media are changing storytelling... Completely fascinating." —Booklist, starred review Not long ago we were spectators, passive consumers of mass media. Now, on YouTube and blogs and Facebook and Twitter, we are media. No longer content in our traditional role as couch potatoes, we approach television shows, movies, even advertising as invitations to participate—as experiences to immerse ourselves in at will. Frank Rose introduces us to the people who are reshaping media for a two-way world, changing how we play, how we communicate, and how we think.

The instant New York Times, Wall Street Journal, and USA Today Bestseller! Ryan Holiday's bestselling trilogy—*The Obstacle Is the Way*, *Ego is the Enemy*, and *Stillness is the Key*—captivated professional athletes, CEOs, politicians, and entrepreneurs and helped bring Stoicism to millions of readers. Now, in the first book of an exciting new series on the cardinal virtues of ancient philosophy, Holiday explores the most foundational virtue of all: Courage. Almost every religion, spiritual practice, philosophy and person grapples with fear. The most repeated phrase in the Bible is "Be not afraid." The ancient Greeks spoke of phobos, panic and terror. It is natural to feel fear, the Stoics believed, but it cannot rule you. Courage, then, is the ability to rise above fear, to do what's right, to do what's needed, to do what is true. And so it rests at the heart of the works of Marcus Aurelius, Aristotle, and CS Lewis, alongside temperance, justice, and wisdom. In *Courage Is Calling*, Ryan Holiday breaks down the elements of fear, an expression of cowardice, the elements of courage, an expression of bravery, and lastly, the elements of heroism, an expression of valor. Through engaging stories about historic and contemporary leaders, including Charles De Gaulle, Florence Nightingale, and Dr. Martin Luther King Jr., Holiday shows you how to conquer fear and practice courage in your daily life. You'll also delve deep into the moral dilemmas and courageous acts of lesser-known, but equally as important, figures from ancient and modern history, such as Helvidius Priscus, a Roman Senator who stood his ground against emperor Vespasian, even in the face of death; Frank Serpico, a former New York City Police Department Detective who exposed police corruption; and Frederick Douglass and a slave named Nelly, whose fierce resistance against her captors inspired his own crusade to end slavery. In a world in which fear runs rampant—when people would rather stand on the sidelines than speak out against injustice, go along with convention than bet on themselves, and turn a blind eye to the ugly realities of modern life—we need courage more than ever. We need the courage of whistleblowers and risk takers. We need the courage of activists and adventurers. We need the courage of writers who speak the truth—and the courage of leaders to listen. We need you to step into the arena and fight.

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."

INSTANT NEW YORK TIMES BESTSELLER! In *I'm Telling the Truth, but I'm Lying* Bassegy Ikpi explores her life—as a Nigerian-American immigrant, a black woman, a slam poet, a mother, a daughter, an artist—through the lens of her mental health and diagnosis of bipolar II and anxiety. Her remarkable memoir in essays implodes our preconceptions of the mind and normalcy as Bassegy bares her own truths and lies for us all to behold with radical honesty and brutal intimacy. A *The Root* Favorite Books of the Year • A *Good Housekeeping* Best 60 Books of the Year • A *YNaija* 10 Notable Books of the Year • A *GOOP* 10 New Favorite Books • A *Cup of Jo* 5 Big Books of Fall • A *Bitch* Magazine Most Anticipated Books of 2019 • A *Bustle* 21 New Memoirs That Will Inspire, Motivate, and Captivate You • A *Publishers Weekly* Spring Preview Selection • An *Electric Lit* 48 Books by Women and Nonbinary Authors of Color to Read in 2019 • A *Bookish* Best Nonfiction of Summer Selection "We will not think or talk about mental health or normalcy the same after reading this momentous art object moonlighting as a colossal collection of essays."

—Kiese Laymon, author of *Heavy* From her early childhood in Nigeria through her adolescence in Oklahoma, Bassegy Ikpi lived with a tumult of emotions, cycling between extreme euphoria and deep depression—sometimes within the course of a single day. By the time she was in her early twenties, Bassegy was a spoken word artist and traveling with HBO's *Def Poetry Jam*, channeling her life into art. But beneath the façade of the confident performer, Bassegy's mental health was in a precipitous decline, culminating in a breakdown that resulted in hospitalization and a diagnosis of Bipolar II. In *I'm Telling the Truth, But I'm Lying*, Bassegy Ikpi breaks open our understanding of mental health by giving us intimate access to her own. Exploring shame, confusion, medication, and family in the process, Bassegy looks at how mental health impacts every aspect of our lives—how we appear to others, and more importantly to ourselves—and challenges our preconception about what it means to be "normal." Viscerally raw and honest, the result is an exploration of the stories we tell ourselves to make sense of who we are—and the ways, as honest as we try to be, each of these stories can also be a lie.

An influential media strategist reveals how blogs are controlling the news in the digital age and exposes the ways in which today's marketers are manufacturing news stories, affecting stock prices and shaping elections through fake story planting and misleading marketing tactics. 20,000 first printing.

#1 Wall Street Journal Bestseller *The Obstacle is the Way* has become a cult classic, beloved by men and women around the world who apply its wisdom to become more successful at whatever they do. Its many fans include a former governor and movie

star (Arnold Schwarzenegger), a hip hop icon (LL Cool J), an Irish tennis pro (James McGee), an NBC sportscaster (Michele Tafoya), and the coaches and players of winning teams like the New England Patriots, Seattle Seahawks, Chicago Cubs, and University of Texas men's basketball team. The book draws its inspiration from stoicism, the ancient Greek philosophy of enduring pain or adversity with perseverance and resilience. Stoics focus on the things they can control, let go of everything else, and turn every new obstacle into an opportunity to get better, stronger, tougher. As Marcus Aurelius put it nearly 2000 years ago: "The impediment to action advances action. What stands in the way becomes the way." Ryan Holiday shows us how some of the most successful people in history—from John D. Rockefeller to Amelia Earhart to Ulysses S. Grant to Steve Jobs—have applied stoicism to overcome difficult or even impossible situations. Their embrace of these principles ultimately mattered more than their natural intelligence, talents, or luck. If you're feeling frustrated, demoralized, or stuck in a rut, this book can help you turn your problems into your biggest advantages. And along the way it will inspire you with dozens of true stories of the greats from every age and era. Conspiracy theories are legion. Conspiracies are rare. And of the few that do exist, fewer are ever discovered, let alone explained. This story is the exception. In 2016, media giant Gawker was forced to declare bankruptcy after a \$140 million dollar judgment in court over an illegally recorded sex tape of Hulk Hogan. The case was no accident: it was the result of a nearly decade-long plot masterminded by Facebook and Paypal billionaire Peter Thiel. With exclusive access to all the key players, Ryan Holiday takes us behind the scenes of this extraordinary and at times surreal story, and transforms the events into both a dissection of that controversial methodology - conspiracy - and an eye-opening cautionary tale on the use, abuse and consequences of power and secrecy in the modern age.

A TikTok sensation, this rom-com about a young woman who agrees to fake date a colleague and bring him to her sister's wedding has "everything you could want in a romance" (Helen Hoang, New York Times bestselling author). Catalina Martín desperately needs a date to her sister's wedding. Especially since her little white lie about her American boyfriend has spiralled out of control. Now everyone she knows—including her ex and his fiancée—will be there and eager to meet him. She only has four weeks to find someone willing to cross the Atlantic and aid in her deception. New York to Spain is no short flight and her raucous family won't be easy to fool. Enter Aaron Blackford—her tall, handsome, condescending colleague—who surprisingly offers to step in. She'd rather refuse; never has there been a more aggravating, blood-boiling, and insufferable man. But Catalina is desperate, and as the wedding draws nearer, Aaron looks like her best option. And she begins to realize he might not be as terrible in the real world as he is at the office. An influential economist challenges popular opinions about the superiority of locally grown and expensive foods, demonstrating how to eat responsibly without submitting to fashion-driven trends. By the author of the best-selling e-book, *The Great Stagnation*. 35,000 first printing.

In *Share, Retweet, Repeat*, John Hlinko shows readers how to take their ideas, causes, and products, and craft marketing campaigns around them that create buzz. In the world of constant communication, the average consumer of information has transformed into a publisher of information as well. With easy to follow steps, Hlinko teaches readers how to create spreadable messages to optimize return on investment on any communications budget. This book is for anyone who wants to learn how to stand out, be noticed, and get others talking about them.

The instant Wall Street Journal, USA Today, and international bestseller "While the history books are filled with tales of obsessive visionary geniuses who remade the world in their image with sheer, almost irrational force, I've found that history is also made by individuals who fought their egos at every turn, who eschewed the spotlight, and who put their higher goals above their desire for recognition." —from the prologue Many of us insist the main impediment to a full, successful life is the outside world. In fact, the most common enemy lies within: our ego. Early in our careers, it impedes learning and the cultivation of talent. With success, it can blind us to our faults and sow future problems. In failure, it magnifies each blow and makes recovery more difficult. At every stage, ego holds us back. *Ego Is the Enemy* draws on a vast array of stories and examples, from literature to philosophy to history. We meet fascinating figures such as George Marshall, Jackie Robinson, Katharine Graham, Bill Belichick, and Eleanor Roosevelt, who all reached the highest levels of power and success by conquering their own egos. Their strategies and tactics can be ours as well. In an era that glorifies social media, reality TV, and other forms of shameless self-promotion, the battle against ego must be fought on many fronts. Armed with the lessons in this book, as Holiday writes, "you will be less invested in the story you tell about your own specialness, and as a result, you will be liberated to accomplish the world-changing work you've set out to achieve."

What Makes Sammy Run? Everyone of us knows someone who runs. He is one of the symp-toms of our times—from the little man who shoves you out of the way on the street to the go-getter who shoves you out of a job in the office to the Fuehrer who shoves you out of the world. And all of us have stopped to wonder, at some time or another, what it is that makes these people tick. What makes them run? This is the question Schulberg has asked himself, and the answer is the first novel written with the indignation that only a young writer with talent and ideals could concentrate into a manuscript. It is the story of Sammy Glick, the man with a positive genius for being a heel, who runs through New York's East Side, through newspaper ranks and finally through Hollywood, leaving in his wake the wrecked careers of his associates; for this is his tragedy and his chief characteristic—his congenital incapacity for friendship. An older and more experienced novelist might have tempered his story and, in so doing, destroyed one of its outstanding qualities. Compromise would mar the portrait of Sammy Glick. Schulberg has etched it in pure vitriol, and dissected his victim with a precision that is almost frightening. When a fragment of this book appeared as a short story in a national magazine, Schulberg was surprised at the number of letters he received from people convinced they knew Sammy Glick's real name. But speculation as to his real identity would be utterly fruitless, for Sammy is a composite picture of a loud and spectacular minority bitterly resented by the many decent and sincere artists who are trying honestly to realize the measureless potentialities of motion pictures. To this group belongs Schulberg himself, who has not only worked as a screen writer since his graduation from Dartmouth College in 1936, but has spent his life, literally, in the heart of the motion-picture

colony. In the course of finding out what makes Sammy run (an operation in which the reader is spared none of the gruesome details) Schulberg has poured out everything he has felt about that place. The result is a book which the publishers not only believe to be the most honest ever written about Hollywood, but a penetrating study of one kind of twentieth-century success that is peculiar to no single race of people or walk of life.

Iconic couples' therapist and bestselling author of *Mating in Captivity* Esther Perel returns with a provocative look at relationships through the lens of infidelity. An affair: it can rob a couple of their relationship, their happiness, their very identity. And yet, this extremely common human experience is so poorly understood. What are we to make of this time-honored taboo—universally forbidden yet universally practiced? Why do people cheat—even those in happy marriages? Why does an affair hurt so much? When we say infidelity, what exactly do we mean? Do our romantic expectations of marriage set us up for betrayal? Is there such a thing as an affair-proof marriage? Is it possible to love more than one person at once? Can an affair ever help a marriage? Perel weaves real-life case stories with incisive psychological and cultural analysis in this fast-paced and compelling book. For the past ten years, Perel has traveled the globe and worked with hundreds of couples who have grappled with infidelity. Betrayal hurts, she writes, but it can be healed. An affair can even be the doorway to a new marriage—with the same person. With the right approach, couples can grow and learn from these tumultuous experiences, together or apart. Affairs, she argues, have a lot to teach us about modern relationships—what we expect, what we think we want, and what we feel entitled to. They offer a unique window into our personal and cultural attitudes about love, lust, and commitment. Through examining illicit love from multiple angles, Perel invites readers into an honest, enlightened, and entertaining exploration of modern marriage in its many variations. Fiercely intelligent, *The State of Affairs* provides a daring framework for understanding the intricacies of love and desire. As Perel observes, "Love is messy; infidelity more so. But it is also a window, like no other, into the crevices of the human heart."

Recently, fake news has become real news, making headlines as its consequences become crushingly obvious in political upsets and global turmoil. But it's not new - you've seen it all before. A malicious online rumour costs a company millions. Politically motivated 'fake news' stories are planted and disseminated to influence elections. Some product or celebrity zooms from total obscurity to viral sensation. Anonymous sources and speculation become national conversation. What you don't know is that someone is responsible for all this. Usually, someone like Ryan Holiday: a media manipulator. Holiday wrote this book to explain how media manipulators work, how to spot their fingerprints, how to fight them, and how (if you must) to emulate their tactics. Why is he giving away these secrets? Because he's tired of a world where trolls hijack debates, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. He's pulling back the curtain because it's time everyone understands how things really work. Fans of Ally Carter's Heist Society novels will love this teen mystery/thriller with sarcastic wit, a hint of romance, and Ocean's Eleven-inspired action. Julep Dupree tells lies. A lot of them. She's a con artist, a master of disguise, and a sophomore at Chicago's swanky St. Agatha High, where her father, an old-school grifter with a weakness for the ponies, sends her to so she can learn to mingle with the upper crust. For extra spending money Julep doesn't rely on her dad—she runs petty scams for her classmates while dodging the dean of students and maintaining an A+ (okay, A-) average. But when she comes home one day to a ransacked apartment and her father gone, Julep's carefully laid plans for an expenses-paid golden ticket to Yale start to unravel. Even with help from St. Agatha's resident Prince Charming, Tyler Richland, and her loyal hacker sidekick, Sam, Julep struggles to trace her dad's trail of clues through a maze of creepy stalkers, hit attempts, family secrets, and worse, the threat of foster care. With everything she has at stake, Julep's in way over her head . . . but that's not going to stop her from using every trick in the book to find her dad before his mark finds her. Because that would be criminal. "A sexy love triangle and madcap mystery . . . I loved this book."

—Jennifer Echols, author of *Dirty Little Secret* One of TeenVogue's 15 Most Exciting YA Books of 2014 One of PopCrush's 10 Most Anticipated YA Books "Julep isn't just another high schooler beset by the usual drama of boys and academia. Nope—she also happens to be a con artist and master of disguise, which comes in mighty handy when her father mysteriously disappears. Determined, she delves into the underbelly of Chicago to find him (bringing a bunch of fresh plot lines and unexpected twists along the way)."--teenVogue.com "Summer creates a standout character in Julep. She lies and cheats with so much confidence and skill that readers will cheer her on, but she also adheres to her own strict moral code. . . . A memorable debut; here's hoping for a lot more from Summer."—Kirkus Reviews

"Entertaining."—Publishers Weekly "Well-paced, well-plotted."—The Bulletin of the Center for Children's Books

A beautiful daily journal to lead your journey in the art of living--and an instant WSJ bestseller! For more than two thousand years, Stoic philosophy has been the secret operating system of wise leaders, artists, athletes, brilliant thinkers, and ordinary citizens. With the acclaimed, bestselling books *The Obstacle Is the Way*, *Ego Is the Enemy* and *The Daily Stoic*, Ryan Holiday and Stephen Hanselman have helped to bring the Stoicism of Marcus Aurelius, Seneca, and Epictetus to hundreds of thousands of new readers all over the world. Now Holiday and Hanselman are back with *The Daily Stoic Journal*, a beautifully designed hardcover journal that features space for morning and evening notes, along with advice for integrating this ancient philosophy into our 21st century lives. Each week readers will discover a specific powerful Stoic practice, explained and presented with related quotations to inspire deeper reflection and application, and each day they will answer a powerful question to help gauge their progress. Created with a durable, Smyth-sewn binding and featuring a helpful introduction explaining the various Stoic tools of self-management, as well as resources for further reading, this is a lasting companion volume for people who already love *The Daily Stoic* and its popular daily emails and social media accounts. It can also be used as a stand-alone journal, even if you haven't read the previous books. For anyone seeking inner peace, clarity, and effectiveness in our crazy world, this book will help them immensely for the next year—and for the rest of their lives.

"After details of American government surveillance were published in 2013, Edward Snowden, formerly a subcontracted IT analyst for the NSA, became the center of an international controversy: was he a hero, traitor, whistleblower, spy? Was his theft

legitimized by the nature of the information he exposed? When is it necessary for governmental transparency to give way to subterfuge? Edward Jay Epstein [examines] these and other questions, delving into both how our secrets were taken and the man who took them"--Amazon.com.

The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection... How did the movie *The Shawshank Redemption* fail at the box office but go on to gross more than \$100 million as a cult classic? How did *The 48 Laws of Power* miss the bestseller lists for more than a decade and still sell more than a million copies? How is Iron Maiden still filling stadiums worldwide without radio or TV exposure forty years after the band was founded? Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity? Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google, American Apparel, and the author John Grisham, as well as his interviews with the minds behind some of the greatest perennial sellers of our time. His fascinating examples include: • Rick Rubin, producer for Adele, Jay-Z, and the Red Hot Chili Peppers, who teaches his artists to push past short-term thinking and root their work in long-term inspiration. • Tim Ferriss, whose books have sold millions of copies, in part because he rigorously tests every element of his work to see what generates the strongest response. • *Seinfeld*, which managed to capture both the essence of the nineties and timeless themes to become a modern classic. • Harper Lee, who transformed a muddled manuscript into *To Kill a Mockingbird* with the help of the right editor and feedback. • Winston Churchill, Stefan Zweig, and Lady Gaga, who each learned the essential tenets of building a platform of loyal, dedicated supporters. Holiday reveals that the key to success for many perennial sellers is that their creators don't distinguish between the making and the marketing. The product's purpose and audience are in the creator's mind from day one. By thinking holistically about the relationship between their audience and their work, creators of all kinds improve the chances that their offerings will stand the test of time.

An NPR Book Concierge Best Book of 2018! A Sunday Times of London Pick of the Paperbacks A stunning story about how power works in the modern age--the book the New York Times called "one helluva page-turner" and The Sunday Times of London celebrated as "riveting...an astonishing modern media conspiracy that is a fantastic read." Pick up the book everyone is talking about. In 2007, a short blogpost on Valleywag, the Silicon Valley-vertical of Gawker Media, outed PayPal founder and billionaire investor Peter Thiel as gay. Thiel's sexuality had been known to close friends and family, but he didn't consider himself a public figure, and believed the information was private. This post would be the *casus belli* for a meticulously plotted conspiracy that would end nearly a decade later with a \$140 million dollar judgment against Gawker, its bankruptcy and with Nick Denton, Gawker's CEO and founder, out of a job. Only later would the world learn that Gawker's demise was not incidental--it had been masterminded by Thiel. For years, Thiel had searched endlessly for a solution to what he'd come to call the "Gawker Problem." When an unmarked envelope delivered an illegally recorded sex tape of Hogan with his best friend's wife, Gawker had seen the chance for millions of pageviews and to say the things that others were afraid to say. Thiel saw their publication of the tape as the opportunity he was looking for. He would come to pit Hogan against Gawker in a multi-year proxy war through the Florida legal system, while Gawker remained confidently convinced they would prevail as they had over so many other lawsuits--until it was too late. The verdict would stun the world and so would Peter's ultimate unmasking as the man who had set it all in motion. Why had he done this? How had no one discovered it? What would this mean--for the First Amendment? For privacy? For culture? In Holiday's masterful telling of this nearly unbelievable conspiracy, informed by interviews with all the key players, this case transcends the narrative of how one billionaire took down a media empire or the current state of the free press. It's a study in power, strategy, and one of the most wildly ambitious--and successful--secret plots in recent memory. Some will cheer Gawker's destruction and others will lament it, but after reading these pages--and seeing the access the author was given--no one will deny that there is something ruthless and brilliant about Peter Thiel's shocking attempt to shake up the world.

Trust Me is the chilling standalone novel of psychological suspense and manipulation that award-winning author and renowned investigative reporter Hank Phillippi Ryan was born to write. CAN YOU SPOT THE LIAR? An accused killer insists she's innocent of a heinous murder. A grieving journalist surfaces from the wreckage of her shattered life. Their unlikely alliance leads to a dangerous cat and mouse game that will leave you breathless. Who can you trust when you can't trust yourself? "Grief and deception are at the helm of Hank Phillippi Ryan's latest thriller, *Trust Me*, in which a crime writer and an accused criminal's lives collide, as they come to discover that no one can be trusted, not even oneself. The tension mounts at a blistering pace, while Ryan dazzles on page, weaving a sinister story that readers won't be able to put down. A must read!"--New York Times bestselling author Mary Kubica At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied. NATIONAL BESTSELLER - A lively and bold blueprint for moving beyond the "era of institutional failure" by transforming our outmoded political and economic systems to be resilient to twenty-first-century problems, from the popular entrepreneur, bestselling author, and political truth-teller "A vitally important book."--Mark Cuban Despite being written off by the media, Andrew Yang's shoestring 2020 presidential campaign--powered by his proposal for a universal basic income of \$1,000 a month for all Americans--jolted the political establishment, growing into a massive, diverse movement. Now, in *Forward*, Yang reveals that UBI and the threat of job automation are only the beginning, diagnosing how a series of cascading problems within our antiquated systems keeps us stuck in the past--imperiling our democracy at every level. With America's stagnant institutions failing to keep pace with technological change, we grow more polarized as tech platforms supplant our will while feasting on our data. Yang introduces us to the various "priests of the decline" of America, including politicians whose incentives have become divorced from the people they supposedly serve. The machinery of American democracy is failing, Yang argues, and we need bold new ideas to rewire it for twenty-first-century problems. Inspired by his experience running for office and as an entrepreneur, and by ideas drawn from leading thinkers, Yang offers a series of solutions, including data rights, ranked-choice voting, and fact-based governance empowered by modern technology, writing that "there is no cavalry"--it's up to us. This is a powerful and urgent warning that we must step back from the brink and plot a new way forward for our democracy.

The sequel to TRUST ME, I'M LYING "An irresistible mix of intrigue, high stakes, and self-discovery." —Lee Kelly, author of *City of Savages* LITTLE SECRETS. Staying out of trouble isn't possible for Julep Dupree. She has managed not to get kicked out of her private school, even though everyone knows she's responsible for taking down a human-trafficking mob boss—and getting St. Agatha's golden-boy Tyler killed in the process. Running cons holds her guilty conscience at bay, but unfortunately, someone wants Julep to pay for her mistakes . . . with her life. BIG LIES. Against her better judgment, Julep takes a shady case that

requires her to infiltrate a secretive organization that her long-gone mother and the enigmatic blue fairy may be connected to. Her best friend, Sam, isn't around to stop her, and Dani, her one true confidante, happens to be a nineteen-year-old mob enforcer whose moral compass is as questionable as Julep's. But there's not much time to worry about right and wrong—or to save your falling heart—when there's a contract on your head. Murders, heists, secrets and lies, hit men and hidden identities . . . If Julep doesn't watch her back, it's her funeral. No lie. "I would trust Julep Dupree with my life, Dani Ivanov with my heart—and Mary Elizabeth Summer with my every late-night can't-stop-reading session. An intelligent, fierce heroine of strength and loyal heart who refuses to suffer fools lightly? Yes, please." —Jennifer Longo, author of *Six Feet Over It* and *Up to This Pointe*

Instant New York Times Advice & Business Bestseller, USA Today Bestseller, and Wall Street Journal #1 Bestseller! A New York Times Noteworthy Pick and a "stellar work" by Publishers Weekly From the bestselling authors of *The Daily Stoic* comes an inspiring guide to the lives of the Stoics, and what the ancients can teach us about happiness, success, resilience and virtue. Nearly 2,300 years after a ruined merchant named Zeno first established a school on the Stoa Poikile of Athens, Stoicism has found a new audience among those who seek greatness, from athletes to politicians and everyone in between. It's no wonder; the philosophy and its embrace of self-mastery, virtue, and indifference to that which we cannot control is as urgent today as it was in the chaos of the Roman Empire. In *Lives of the Stoics*, Holiday and Hanselman present the fascinating lives of the men and women who strove to live by the timeless Stoic virtues of Courage. Justice. Temperance. Wisdom. Organized in digestible, mini-biographies of all the well-known--and not so well-known--Stoics, this book vividly brings home what Stoicism was like for the people who loved it and lived it, dusting off powerful lessons to be learned from their struggles and successes. More than a mere history book, every example in these pages, from Epictetus to Marcus Aurelius--slaves to emperors--is designed to help the reader apply philosophy in their own lives. Holiday and Hanselman unveil the core values and ideas that unite figures from Seneca to Cato to Cicero across the centuries. Among them are the idea that self-rule is the greatest empire, that character is fate; how Stoics benefit from preparing not only for success, but failure; and learn to love, not merely accept, the hand they are dealt in life. A treasure of valuable insights and stories, this book can be visited again and again by any reader in search of inspiration from the past.

Instant #1 New York Times Bestseller & Wall Street Journal Bestseller In *The Obstacle Is the Way* and *Ego Is the Enemy*, bestselling author Ryan Holiday made ancient wisdom wildly popular with a new generation of leaders in sports, politics, and technology. In his new book, *Stillness Is the Key*, Holiday draws on timeless Stoic and Buddhist philosophy to show why slowing down is the secret weapon for those charging ahead. All great leaders, thinkers, artists, athletes, and visionaries share one indelible quality. It enables them to conquer their tempers. To avoid distraction and discover great insights. To achieve happiness and do the right thing. Ryan Holiday calls it stillness--to be steady while the world spins around you. In this book, he outlines a path for achieving this ancient, but urgently necessary way of living. Drawing on a wide range of history's greatest thinkers, from Confucius to Seneca, Marcus Aurelius to Thich Nhat Hanh, John Stuart Mill to Nietzsche, he argues that stillness is not mere inactivity, but the doorway to self-mastery, discipline, and focus. Holiday also examines figures who exemplified the power of stillness: baseball player Sadaharu Oh, whose study of Zen made him the greatest home run hitter of all time; Winston Churchill, who in balancing his busy public life with time spent laying bricks and painting at his Chartwell estate managed to save the world from annihilation in the process; Fred Rogers, who taught generations of children to see what was invisible to the eye; Anne Frank, whose journaling and love of nature guided her through unimaginable adversity. More than ever, people are overwhelmed. They face obstacles and egos and competition. *Stillness Is the Key* offers a simple but inspiring antidote to the stress of 24/7 news and social media. The stillness that we all seek is the path to meaning, contentment, and excellence in a world that needs more of it than ever.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn how to build a product or service into a World-Class Brand. Imagine walking into a pharmacy in search of a new shampoo. As you browse the shelves, you're met with countless options. How do you know which one to choose? In today's world, we are bombarded with products and it's becoming increasingly harder to create a product that stands out on the shelves. Now, thanks to marketing gurus Al and Laura Ries, you can learn about the success of some of the biggest brands in the world, including Rolex, Volvo, and Coca-Cola. With step-by-step guides on how to stand out, the key to building a successful business is in the branding. As you read, you'll learn about The 22 Immutable Laws of Branding used by some of the most successful companies in the world. Learn everything including how to choose a company name, how to design an effective logo, and even how brands make critical errors that only diffuse their power and quality.

A muckraking exposé of corruption in American journalism from the Pulitzer Prize-winning author of *The Jungle* Upton Sinclair dedicated his life to documenting the destructive force of unbridled capitalism. In this influential study, he takes on the effect of money and power on mass media, arguing that the newspapers, magazines, and wire services of the Progressive era formed "a class institution serving the rich and spurning the poor." In the early twentieth century, a "brass check" was a token purchased by brothel patrons. By drawing a comparison between journalists and prostitutes, Sinclair highlights the total control publishers such as William Randolph Hearst exerted over their empires. Reporters and editors were paid to service the financial and political interests of their bosses, even if that meant misrepresenting the facts or outright lying. Sinclair documents specific cases, including the Ludlow Massacre of 1914 and the Red Scare whipped up by Hearst's *New York Journal* and other newspapers, in which major news outlets ignored the truth in favor of tabloid sensationalism. Sinclair considered *The Brass Check* to be his most important and most dangerous book. Nearly a century later, his impassioned call for reform is timelier than ever. This ebook has been authorized by the estate of Upton Sinclair.

"The quintessential novel of boxing and corruption." (USA Today). "Toro" Molina certainly looks the part. He's built like the Minotaur, but few would guess at the fear consuming the Argentine farmer and former circus performer after he's brought to the United States to be the next heavyweight champion of the world. The problem is that Molina can't box at all. But monstrous fight promoter Nick Latka fixes every fight on the way to the championship, and builds Toro's renown with the help of cynical sports journalist Ed Lewis and a host of lackeys. First published in 1947, *The Harder They Fall* stands as a powerful exposé of professional boxing by one of the sport's true poet laureates. This ebook features an illustrated biography of Budd Schulberg including rare images and never-before-seen documents from the author's estate.

Wondering if science could explain how he survived his 40-year avalanche of drugs and alcohol, Ozzy Osbourne became one of a handful of people in the world to have his entire DNA mapped in 2010. It was a highly complex, \$65,000 process, but the results

were conclusive: Ozzy is a genetic anomaly. The "Full Ozzy Genome" contained variants that scientists had never before encountered and the findings were presented at the prestigious TEDMED Conference in San Diego-making headlines around the world. The procedure was in part sponsored by The Sunday Times of London, which had already caused an international fururoe by appointing Ozzy Osbourne its star health advice columnist. The newspaper argued that Ozzy's mutiple near-death experiences, 40-year history of drug abuse, and extreme hypocondria qualified him more than any other for the job. The column was an overnight hit, being quickly picked up by Rolling Stone to give it a global audience of millions. In TRUST ME, I'M DR. OZZY, Ozzy answers reader's questions with his outrageous wit and surprising wisdom, digging deep into his past to tell the memoir-style survival stories never published before-and offer guidance that no sane human being should follow. Part humor, part memoir, and part bad advice, TRUST ME, I'M DR. OZZY will include some of the best material from his published columns, answers to celebrities' medical questions, charts, sidebars, and more.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover the schemes used by the media to deceive us and their consequences. *You will also discover that : the information disseminated on the Internet is very often altered; the blogosphere is a very profitable scam; it is easy to scam the media in turn; it is important to take a step back from what you can read on the web. *Now marketing director at American Apparel, Ryan Holiday was once what some might call an advertiser or an expert in Internet maneuvers. In reality, he defines himself more as a media manipulator. He shaped information through blogs to satisfy his clients: friends, writers or rich businessmen. Having lost all notion of reality, this system has finally turned against him, which is why he now wants to denounce it. *Buy now the summary of this book for the modest price of a cup of coffee!

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

Winner of the National Press Club's Arthur Rowse Award for Press Criticism! From Craig Silverman, proprietor of www.RegretTheError.com, comes a lively journey through the history of media mistakes via a chronicle of funny, shocking, and often disturbing journalistic slip-ups. The errors—running the gamut from hilarious to tragic—include “Fuzzy Numbers” (when numbers and math undermine reporting) “Obiticide” (printing the obituary of a living person), and “Unintended Consequences” (typos and misidentifications that create a new, incorrect reality). While some of the errors are laugh-out-loud funny, the book also offers a serious investigation of contemporary journalism's lack of accountability to the public, and a rousing call to arms for all news organizations to mend their ways and reclaim the role of the press as honest voice of the people.

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Tru?t M?, I'm Lying (2012) ?? an ?n-d??th exposé ?f t?d??' news culture, which ?? ?r?m?r?!? ?h?nn?!?d thr?ugh online m?d?? ??t?? ??II?d bl?g?. By d?t??I?ng his experiences w?th multimillion-dollar public r?!t??n? ??m???gn?, th? ?uth?r t?k?? u? b?h?nd th? ???n?? of t?d??' m??t ???ul?r and ?nflu?nt??I bl?g? to paint ?n un??ttl?ng ???tur? of wh? w? shouldn't b?!??v? ?v?r?th?ng th?t ?? labeled ?? n?w?.

DISCLAIMER: This book is a SUMMARY. It is meant to be a companion, not a replacement, to the original book.

The editors of The Huffington Post -- the most linked-to blog on the web -- offer an A-Z guide to all things blog, with information for everyone from the tech-challenged newbie looking to get a handle on this new way of communicating to the experienced blogger looking to break through the clutter of the Internet. With an introduction by Arianna Huffington, the site's cofounder and editor in chief, this book is everything you want to know about blogging, but didn't know who to ask. As entertaining as it is informative, The Huffington Post Complete Guide to Blogging will show you what to do to get your blog started. You'll find tools to help you build your blog, strategies to create your community, tips on finding your voice, and entertaining anecdotes from HuffPost bloggers that will make you wonder what took you so long to blog in the first place. The Guide also includes choice selections from HuffPost's wide-ranging mix of top-notch bloggers. Among those who have blogged on HuffPost are Barack Obama, Hillary Clinton, Larry David, Jane Smiley, Bill Maher, Nora Ephron, Jon Robin Baitz, Steve Martin, Lawrence O'Donnell, Ari Emanuel, Mia Farrow, Al Franken, Gary Hart, Barbara Ehrenreich, Edward Kennedy, Harry Shearer, Nancy Pelosi, Adam McKay, John Ridley, and Alec Baldwin.

"If you're ever going to read a book on money, this is the one to choose." "Tom Church is like the brain child of Martin Lewis and David Attenborough." How do you get out of debt, save more money and grow it safely with time? How have the rich kept their money over 2,000 years? Why was money invented? Discover the timeless strategies used by the wealthy, find your freedom and learn Money's Big Secret. Reader's Reviews "Money's Big Secret will make you question everything you were ever taught." "This is not an ordinary book about money! Tom Church breaks through decades of false thinking." "Writing about the real nature of money isn't easy. Tom makes it sound like a nursery rhyme. Brilliant." "It's like Rich Dad Poor Dad but without the bullshit." More about this book Money's Big Secret is a personal finance book that will help you manage your money. It gives debt advice, money saving tips, and investment strategies. Tom Church gives an alternative theory of the history money suggesting it was not created to facilitate trade but as a measurement of debt. Understanding this changes the way you will view money. Over 2,000 years of history is looked at to discover the timeless strategies the wealthy and rich have used to stay

rich over time. Tom provides investment strategies and tactics based on long-term goals.

Nick Morgan shows how anyone can be an effective speaker by presenting an image of authenticity and respect for their audience, whether in a group presentation or a one-on-one conversation. He presents a four-step process, perfected in his teaching at Harvard, that enables the reader to use their own personal speaking style while becoming a more persuasive and charismatic communicator and leader. The basis of this process is the fact that when words and body language are in conflict, body language wins every time. This isn't easy to overcome, because normally body language is immediate, while the words lag slightly behind, and even a momentary conflict is perceptible to the audience. The key to success is to train your body language to unconsciously align with your message. The four steps: Form the attitude and intent to be open, and then let your body naturally express that intent. This feeling of openness will naturally affect the content of what you are saying, and it's that natural evolution that is at the heart of the process. Become connected to your audience. This creates a mutual energy, and you will naturally begin to think in terms of what the audience wants and needs in shaping your content. Ask yourself, what's my underlying emotion? Why does this matter to me? Becoming passionate about what you have to say naturally makes your audience care about it too. Really listen to the audience. Understanding their needs and reactions will enable you to direct your communication in mutually beneficial ways.

The cult classic that predicted the rise of fake news—revised and updated for the post-Trump, post-Gawker age. Hailed as "astonishing and disturbing" by the Financial Times and "essential reading" by TechCrunch at its original publication, former American Apparel marketing director Ryan Holiday's first book sounded a prescient alarm about the dangers of fake news. It's all the more relevant today. Trust Me, I'm Lying was the first book to blow the lid off the speed and force at which rumors travel online—and get "traded up" the media ecosystem until they become real headlines and generate real responses in the real world. The culprit? Marketers and professional media manipulators, encouraged by the toxic economics of the news business. Whenever you see a malicious online rumor costs a company millions, politically motivated fake news driving elections, a product or celebrity zooming from total obscurity to viral sensation, or anonymously sourced articles becoming national conversation, someone is behind it. Often someone like Ryan Holiday. As he explains, "I wrote this book to explain how media manipulators work, how to spot their fingerprints, how to fight them, and how (if you must) to emulate their tactics. Why am I giving away these secrets? Because I'm tired of a world where trolls hijack debates, marketers help write the news, opinion masquerades as fact, algorithms drive everything to extremes, and no one is accountable for any of it. I'm pulling back the curtain because it's time the public understands how things really work. What you choose to do with this information is up to you."

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