



Vonnegut, "to poison our minds with a little humanity." Page by page, Bogle thoughtfully considers what "enough" actually means as it relates to money, business, and life. Reveals Bogle's unparalleled insights on money and what we should consider as the true treasures in our lives Details the values we should emulate in our business and professional callings Contains thought-provoking life lessons regarding our individual roles in society Written in a straightforward and accessible style, this unique book examines what it truly means to have "enough" in world increasingly focused on status and score-keeping.

**Made to Stick** Chip Heath 2007-01-02 NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

*The Art of Visual Notetaking* Emily Mills 2019-03-05 Improve your bullet journals, to-do lists, class notes, and everything in between with The Art of Visual Notetaking and its unique approach to taking notes in the twenty-first century. Visual notetaking is the perfect skill for journaling, class lectures, conferences, and any other time that retaining information is key. Also referred to as sketchnoting, visual notetaking is ideal for documenting processes, planning projects, outlining ideas, and capturing information. And as you'll learn in *The Art of Visual Notetaking*, this approach doesn't require advanced drawing or hand-lettering skills; anyone can learn how to use simple lines, connectors, shapes, and text to take dynamic notes. In *The Art of Visual Notetaking*, aspiring sketchnoters and journalers will find helpful "Getting Started" pages of icons and badges for common note-taking purposes, with tips and encouragement for creating you own unique icons. You'll go on to discover instruction and how-to techniques, tips, and tutorials that focus on visual notetaking for different settings, from a business meeting, workshop, or convention, to a college lecture or sermon. Expert instruction from a professional sketchnote artist and educator demonstrates how to visually arrange and compile ideas, focal points, and key concepts.

**Why Not?** 2018 Why Not? is a primer for fresh thinking, for problem-solving with a purpose, for bringing the world a few steps closer to the way it should be. Idealistic? Yes. Unrealistic? According to Why Not? authors Barry Nalebuff and Ian Ayres, no. Illustrated with examples from every aspect of life, Why Not? offers techniques which will help you take the things we all see, every day, and think about them in a new way. Great ideas are waiting. Why not be the one to discover them?

*The McKinsey Way* Ethan M. Rasiel 1999-02-22 "If more business books were as useful, concise, and just plain fun to read as THE MCKINSEY WAY, the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT. "Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

**How Many Licks?** Aaron Santos 2009-08-25 How many licks to the center of a Tootsie Pop? How many people are having sex at this moment? How long would it take a monkey on a typewriter to produce the plays of Shakespeare? For all those questions that keep you up at night, here's the way to answer them. And the beauty of it is that it's all approximate! Using Enrico Fermi's theory of approximation, Santos brings the world of numbers into perspective. For puzzle junkies and trivia fanatics, these 70 word puzzles will show the reader how to take a bit of information, add what they already know, and extrapolate an answer. Santos has done the impossible: make math and the multiple possibilities of numbers fun and informative. Can you really cry a river? Is it possible to dig your way out of jail with just a teaspoon and before your life sentence is up? Taking an academic subject and using it as the prism to view everyday off-the-wall questions as math problems to be solved is a natural step for the lovers of sudoku, cryptograms, word puzzles, and other thought-provoking games.

**The 5 Essential People Skills** Dale Carnegie Training 2010-02-18 Have you ever walked away from a conversation full of doubts and insecurities? Do you feel as if you've lost a little ground after every staff meeting? Most people are either too passive or too aggressive in their business lives, and they end up never getting the support, recognition, or respect that they desire. The business leaders and trainers from Dale Carnegie Training® have discovered that applying appropriate assertiveness to all interactions is the most effective approach to creating a successful career. The 5 Essential People Skillsshows how to be a positively assertive, prosperous and inspired professional. Readers learn to:
•Relate to the seven major personality types
•Live up to their fullest potential while achieving personal success
•Create a cutting-edge business environment that delivers innovation and results
•Use Carnegie's powerhouse Five-Part template for articulate communications that grow business
•Resolve any conflict or misunderstanding by applying a handful of proven principles
Once readers know and can employ these powerful skills, they will be well on their way to a new level of professional and personal achievement.

**Problem Solving 101** Ken Watanabe 2009-03-05 The fun and simple problem-solving guide that took Japan by storm Ken Watanabe originally wrote Problem Solving 101 for Japanese schoolchildren. His goal was to help shift the focus in Japanese education from memorization to critical thinking, by adapting some of the techniques he had learned as an elite McKinsey consultant. He was amazed to discover that adults were hungry for his fun and easy guide to problem solving and decision making. The book became a surprise Japanese bestseller, with more than 370,000 in print after six months. Now American businesspeople can also use it to master some powerful skills. Watanabe uses sample scenarios to illustrate his techniques, which include logic trees and matrixes. A rock band figures out how to drive up concert attendance. An aspiring animator budgets for a new computer purchase. Students decide which high school they will attend. Illustrated with diagrams and quirky drawings, the book is simple enough for a middle-schooler to understand but sophisticated enough for business leaders to apply to their most challenging problems.

*The Back of the Napkin* Dan Roam 2008 Explains how to use visual-thinking tools to solve business problems and convey ideas with little more than a scrap of paper.

**The Disruption Dilemma** Joshua Gans 2016-03-18 An expert in management takes on the conventional wisdom about disruption, looking at companies that proved resilient and offering managers tools for survival. “Disruption” is a business buzzword that has gotten out of control. Today everything and everyone seem to be characterized as disruptive—or, if they aren’t disruptive yet, it’s only a matter of time before they become so. In this book, Joshua Gans cuts through the chatter to focus on disruption in its initial use as a business term, identifying new ways to understand it and suggesting new tools to manage it. Almost twenty years ago Clayton Christensen popularized the term in his book *The Innovator’s Dilemma*, writing of disruption as a set of risks that established firms face. Since then, few have closely examined his account. Gans does so in this book. He looks at companies that have proven resilient and those that have fallen, and explains why some companies have successfully managed disruption—Fujifilm and Canon, for example—and why some like Blockbuster and Encyclopedia Britannica have not. Departing from the conventional wisdom, Gans identifies two kinds of disruption: demand-side, when successful firms focus on their main customers and underestimate market entrants with innovations that target niche demands; and supply-side, when firms focused on developing existing competencies become incapable of developing new ones. Gans describes the full range of actions business leaders can take to deal with each type of disruption, from “self-disrupting” independent internal units to tightly integrated product development. But therein lies the disruption dilemma: A firm cannot practice both independence and integration at once. Gans shows business leaders how to choose their strategy so their firms can deal with disruption while continuing to innovate.

**Presentation Zen** Garr Reynolds 2009-04-15 FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making “slide presentations” in today’s world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

*27 Principles Every Investor Should Know* Steven J. Atkinson 2019-07-10

**Key Management Models** Gerben van den Berg 2015 Management models provide a handy framework for improving business performance and making effective business decisions. This new edition provides short, practical overviews of established and cutting-edge management best practice.

*The Back of the Napkin* Dan Roam 2009 When Herb Kelleher was brainstorming about how to beat traditional airlines, he grabbed a bar napkin and a pen. Three dots to represent three cities. Three arrows to show direct flights. Problem solved, and the picture made it easy to sell Southwest Airlines to investors and customers. Consultant Dan Roam shows readers how to harness their innate talent for visual thinking, promising that thinking with pictures can help anyone discover and develop new ideas, solve problems in unexpected ways and dramatically improve their ability to share their insights.

*The Back of the Napkin* 2010

*Unfolding the Napkin* Dan Roam 2009-12-29 An original workbook companion to the acclaimed business bestseller *The Back of the Napkin* Dan Roam's *The Back of the Napkin*, a *BusinessWeek* bestseller, taught readers the power of brainstorming and communicating with pictures. It presented a new and exciting way to solve all kinds of problems-from the boardroom to the sales floor to the cubicle jungle. The companion workbook, *Unfolding the Napkin*, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing. Roam structured the book as a complete four-day visual-thinking seminar, taking readers step-by-step from "I can't draw" to "Here is the picture I drew that I think will save the world." The workbook teaches readers how to:
•Improve their three "built-in" visual problem solving tools.
•Apply the four-step visual thinking process (look-see-imagine-show) in any business situation.
•Instantly improve their visual imaginations.
•Learn how to recognize the type of problem to choose the best visual solution.
If *The Back of the Napkin* was a guide to fine dining, *Unfolding the Napkin* is the cookbook that will soon be heavily marked up and dogeared.

**Street-Fighting Mathematics** Sanjoy Mahajan 2010-03-05 An antidote to mathematical rigor mortis, teaching how to guess answers without needing a proof or an exact calculation. In problem solving, as in street fighting, rules are for fools: do whatever works—don’t just stand there! Yet we often fear an unjustified leap even though it may land us on a correct result. Traditional mathematics teaching is largely about solving exactly stated problems exactly, yet life often hands us partly defined problems needing only moderately accurate solutions. This engaging book is an antidote to the rigor mortis brought on by too much mathematical rigor, teaching us how to guess answers without needing a proof or an exact calculation. In *Street-Fighting Mathematics*, Sanjoy Mahajan builds, sharpens, and demonstrates tools for educated guessing and down-and-dirty, opportunistic problem solving across diverse fields of knowledge—from mathematics to management. Mahajan describes six tools: dimensional analysis, easy cases, lumping, picture proofs, successive approximation, and reasoning by analogy. Illustrating each tool with numerous examples, he carefully separates the tool—the general principle—from the particular application so that the reader can most easily grasp the tool itself to use on problems of particular interest. *Street-Fighting Mathematics* grew out of a short course taught by the author at MIT for students ranging from first-year undergraduates to graduate students ready for careers in physics, mathematics, management, electrical engineering, computer science, and biology. They benefited from an approach that avoided rigor and taught them how to use mathematics to solve real problems. *Street-Fighting Mathematics* will appear in print and online under a Creative Commons Noncommercial Share Alike license.

**The McKinsey Edge: Success Principles from the World's Most Powerful Consulting Firm** Shu Hattori 2015-11-27 47 strategies elite managers follow to reach the highest level of success The McKinsey Edge culls the personal best practices of an exclusive group of managers connected to McKinsey & Company, a firm that services eighty percent of the world’s largest corporations. Through a wealth of 47 rigorously selected, battle-tested, immediately implementable, and practical tips, readers discover the secrets to building the self, growing with others, enhancing process management, and going the extra mile to reach the next leadership horizon. Everyone struggling to accelerate their career will keep this book at their fingertips for its rare, real-world advice for ascending through the levels of management—all of which require specific mindsets and capabilities that only a handful of people ever master.

**Advanced Presentations by Design** Andrew Abela 2008-11-03 *Advanced Presentations by Design* overturns much of the conventional wisdom and practice for creating presentations. Based on over 200 research studies from the fields of communication, marketing, psychology, multimedia, and law, it provides fact-based answers to critical questions about presentation design, including how to adapt your presentation to different audience personality preferences, what role your data should play and how much of it you need, how to turn your data into a story, and how to design persuasive yet comprehensible visual layouts.

*Information Design Workbook* Kim Baer 2008-05-01 This workbook is a methodical yet comprehensive approach to conveying the fundamentals of avant-garde, innovative, information design by examining history, theory, criticism, technology and media, process, method, and practice. Opening with a very brief history followed by an instructive breakdown of the discipline, readers get an intimate understanding of the complexities of crafting information design to effectively improve communication both functionally and aesthetically. The back half of the book contains a wide range of case studies from design firms around the world so designers can see the techniques previously outlined in the first half of the book. The author also critiques and explains why the design is successful in terms of formal quality (Aesthetics) and function (How does it improve communication?).