

Isn't It Obvious A Business Novel On Retailing Using The Theory Of Constraints

THIS BOOK DOES FOR RETAILING WHAT GOLDRATT'S INTERNATIONAL BEST-SELLER, "THE GOAL" DID FOR MANUFACTURING. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their family's retail business, to make a few small changes in the way things are done. A solution that propels the family's regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of Jonah, from THE GOAL, reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, "if you do not deal directly with the core problem, don't expect significant improvement." Eli Goldratt's Theory of Constraints is woven throughout this book but answers are not handed to you. The reader, along with the characters in the book, work through the process together to discover solutions. The elegant but simple solutions give the reader that sensation that followers love about Goldratt: "Ah-ha! Now I get it!" And that's when Goldratt says: "Isn't It Obvious?"

The idea of "The Green Book" is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race.

Tells a story about the strange relationship of two migrant workers who are able to realize their dreams of an easy life until one of them succumbs to his weakness for soft, helpless creatures and strangles a farmer's wife.

The #1 Sunday Times and International Bestseller from 'the most influential public intellectual in the Western world right now' (New York Times) What are the most valuable things that everyone should know? Acclaimed clinical psychologist Jordan Peterson has influenced the modern understanding of personality, and now he has become one of the world's most popular public thinkers, with his lectures on topics from the Bible to romantic relationships to mythology drawing tens of millions of viewers. In an era of unprecedented change and polarizing politics, his frank and refreshing message about the value of individual responsibility and ancient wisdom has resonated around the world. In this book, he provides twelve profound and practical principles for how to live a meaningful life, from setting your house in order before criticising others to comparing yourself to who you were yesterday, not someone else today. Happiness is a pointless goal, he shows us. Instead we must search for meaning, not for its own sake, but as a defence against the suffering that is intrinsic to our existence. Drawing on vivid examples from the author's clinical practice and personal life, cutting edge psychology and philosophy, and lessons from humanity's oldest myths and stories, 12 Rules for Life offers a deeply rewarding antidote to the chaos in our lives: eternal truths applied to our modern problems.

"Heterosexuality," assumed to denote a universal sexual and cultural norm, has been largely exempt from critical scrutiny. In this boldly original work, Jonathan Ned Katz challenges the common notion that the distinction between heterosexuality and homosexuality has been a timeless one. Building on the history of medical terminology, he reveals that as late as 1923, the term "heterosexuality" referred to a "morbid sexual passion," and that its current usage emerged to legitimate men and women having sex for pleasure. Drawing on the works of Sigmund Freud, James Baldwin, Betty Friedan, and Michel Foucault, *The Invention of Heterosexuality* considers the effects of heterosexuality's recently forged primacy on both scientific literature and popular culture. "Lively and provocative."—Carol Tavris, *New York Times Book Review* "A valuable primer . . . misses no significant twists in sexual politics."—Gary Indiana, *Village Voice Literary Supplement* "One of the most important—if not outright subversive—works to emerge from gay and lesbian studies in years."—Mark Thompson, *The Advocate*

Harvard's top astronomer lays out his controversial theory that our solar system was recently visited by advanced alien technology from a distant star

"For those new to philosophy, 'Tetralogue' is a marvellous way into the subject. For those who are old hands, it neatly poses serious questions about truth and falsity, relativism and dogma."--Dust jacket flap.

THE PHENOMENAL INTERNATIONAL BESTSELLER: 1 MILLION COPIES SOLD Transform your life with tiny changes in behaviour, starting now. People think that when you want to change your life, you need to think big. But world-renowned habits expert James Clear has discovered another way. He knows that real change comes from the compound effect of hundreds of small decisions: doing two push-ups a day, waking up five minutes early, or holding a single short phone call. He calls them atomic habits. In this ground-breaking book, Clear reveals exactly how these minuscule changes can grow into such life-altering outcomes. He uncovers a handful of simple life hacks (the forgotten art of Habit Stacking, the unexpected power of the Two Minute Rule, or the trick to entering the Goldilocks Zone), and delves into cutting-edge psychology and neuroscience to explain why they matter. Along the way, he tells inspiring stories of Olympic gold medalists, leading CEOs, and distinguished scientists who have used the science of tiny habits to stay productive, motivated, and happy. These small changes will have a revolutionary effect on your career, your relationships, and your life.

_____ A NEW YORK TIMES AND SUNDAY TIMES BESTSELLER 'A supremely practical and useful book.' Mark Manson, author of *The Subtle Art of Not Giving a F*ck* 'James Clear has spent years honing the art and studying the science of habits. This engaging, hands-on book is the guide you need to break bad routines and make good ones.' Adam Grant, author of *Originals* 'Atomic Habits is a step-by-step manual for changing routines.' Books of the Month, *Financial Times* 'A special book that will change how you approach your day and live your life.' Ryan Holiday, author of *The Obstacle is the Way*

Cartoons from the comic strip "Dilbert" feature the hapless engineer and his cynical canine companion, Dogbert

Written by Fortune 100 executive Dan Gallagher, *The Self-Aware Leader* is a unique approach on how to become a more effective leader by increasing self-awareness in four pillars of leadership. By integrating the concepts of reinvention, servant leadership, and business transformation into a single framework that has been validated in research, *The Self-Aware Leader* emphasises taking a calculated approach to change rather than merely reacting to change. *The Self-Aware Leader* also helps readers recognise three basic truths which are crucial to success

within organisations: approaches to management have a shelf life; middle managers are frequently caught between “a rock and a hard place”; and, with conservatism on the rise, becoming and remaining an effective leader is extremely complex. This book offers two key takeaways: 1) a new mental framework on leadership more appropriate for today’s business conditions; and 2) a functional, practical plan for putting the newly learned concepts presented into daily practice.

Some things seem so obvious that they don’t need to be spelled out in detail. Or do they? In computing, at least (and probably in any discipline where accuracy and precision are important), it can be quite dangerous just to assume that some given concept is “obvious,” and indeed universally understood. Serious mistakes can happen that way! The first part of this book discusses features of the database field—equality, assignment, naming—where just such an assumption seems to have been made, and it describes some of the unfortunate mistakes that have occurred as a consequence. It also explains how and why the features in question aren’t quite as obvious as they might seem, and it offers some advice on how to work around the problems caused by assumptions to the contrary. Other parts of the book also deal with database issues where devoting some preliminary effort to spelling out exactly what the issues in question entailed could have led to much better interfaces and much more carefully designed languages. The issues discussed include redundancy and indeterminacy; persistence, encapsulation, and decapsulation; the ACID properties of transactions; and types vs. units of measure. Finally, the book also contains a detailed deconstruction of, and response to, various recent pronouncements from the database literature, all of them having to do with relational technology. Once again, the opinions expressed in those pronouncements might seem “obvious” to some people (to the writers at least, presumably), but the fact remains that they’re misleading at best, and in most cases just flat out wrong.

A user-friendly introduction to the powerful mental mapping tool of repertory grid technique. Repertory grid technique is a system for identifying, in detail, what you or anyone else really thinks about an issue. You can use it as a tool for personal discovery, as a device for team building activities, or as a problem-solving aid. Written as a DIY guide, with a friendly expert sitting beside you, this book will teach you the technique of repertory grids step by step. Here you'll find all the information you need, alongside lots of worked examples and helpful exercises that you can use to check your understanding. The answers are in the back! If you want additional practice and resources a website that supports this book can be found at www.wiley.co.uk/easyguide Professor Devi Jankowicz is one of the leading authorities on occupational applications of personal construct theory and repertory grid technique. He has written this guide for psychology students and researchers; education students; personnel practitioners; as well as managers in the workplace. "This book's title may seem a contradiction in terms to readers who have seen the repertory grid as dauntingly complex. However, the book lives up to its title in being a very user-friendly introduction to the technique, written in a chatty style, and including numerous practical exercises, mostly not requiring use of computer software." - David Winter University of Hertfordshire and Barnet, Enfield and Haringey Mental Health NHS Trust

Offers ways to engage with children with Asperger syndrome like concentrating on their need for concrete forms of communication.

Being a teen or tween isn't easy for anyone but it can be especially tough for Asperkids. Jennifer O'Toole knows; she was one! This book is a top secret guide to all of the hidden social rules in life that often seem strange and confusing to young people with Asperger syndrome. The Asperkid's (Secret) Book of Social Rules offers witty and wise insights into baffling social codes such as making and keeping friends, blending in versus standing out from the crowd, and common conversation pitfalls. Chock full of illustrations, logical explanations, and comic strip practice sessions, this is the handbook that every adult Aspie wishes they'd had growing up. Ideal for all 10-17 year olds with Asperger syndrome, this book provides inside information on over thirty social rules in bite-sized chunks that older children will enjoy, understand, and most importantly use daily to navigate the mysterious world around them.

The Author: Robert J. Joling, J.D. A World War II veteran of the 20th Air Force, 314th Heavy Bombardment Wing, 19th Bomb Group, 28th Squadron, B-29 group stationed on Guam, Bob was a recipient of the Presidential Unit Citation. Born Lynden, Washington; raised Austinville, Iowa and Kenosha, Wisconsin; Bob attended Calvin College, Grand Rapids, Michigan and Marquette University Law School, Milwaukee, Wisconsin. Licensed to practice law before Wisconsin Supreme Court, Eastern and Western Federal District Courts 1951, & Arizona Federal District Court 1972; 7th Federal Circuit Court of Appeals and United States Supreme Court 1956. In 1971, he joined the original faculty of the University of Arizona medical school in Tucson, Arizona as Associate Professor of Medical Jurisprudence. Bob returned to trial practice in Kenosha, Wisconsin, in 1976. After 20 years he left active trial practice being appointed as a Municipal Court Judge, a position he filled for the next 5 years. For more than 50 years, Bob has been active in forensic sciences; is a Fellow (1961), Past President of the American Academy of Forensic Sciences (1975-76); Founder and Chairperson of the Forensic Sciences Foundation; former Member of the British Academy of Forensic Sciences and an Associate in Law of the American College of Legal Medicine. Published in the Journal of Forensic Sciences, The Saturday Evening Post, Argosy Magazine, Bob has appeared in numerous radio and television shows and lectured to educational & professional associations throughout the USA and Europe. The Author: Michael S. Joling, B.A. Michael is referred to as a “renaissance man.” He has more than 15 years of formal Christian education and holds a degree in English from Wisconsin Lutheran College of Milwaukee, Wisconsin. He also attended Martin Luther College in New Ulm, Minnesota. Michael has worked in a variety of settings including that of a sheet metal mechanic, ironworker, fast food cook, high school and grade school teacher, facility manager, business manager, and paralegal. Michael has studied Christian doctrine and literary theory, authored literary critiques and has studied the effective methodologies for teaching critical thinking. Recently, Michael was certified as paralegal after successfully completing the requirements at Carthage College in Kenosha, Wisconsin. At the present time, Michael is continuing to work on a Christian philosophy manuscript tentatively titled Readers in the Dark. Michael’s credo is: “Do not pray for easy lives. Pray to be stronger men. Do not pray for tasks equal to your power. Pray for power equal to your tasks. Then the doing of your work shall be no miracle, but you shall be the miracle.”

The visionary science fiction author of Fahrenheit 451 shares his imaginative visions of the future in this collection of musings and memoirs. Combining a series of recollections alongside his personal contemplation about the future, protean master of storytelling Ray Bradbury outlines his thoughts on the state of the world—how the past and present are reflected in society, technology, art, literature, and popular culture—as well as the need for creative thinkers to be the architects of the future. In this extraordinary collection of essays, poetry, and philosophical reflection, readers glimpse inside the mind of one of the twentieth century’s most celebrated and prolific authors. Bradbury reveals the creative sparks that led to some of his most well-known and enthralling stories, along with the influences on his journey to becoming a prominent figure in modern literature. Part journal, part commentary, these writings are an exploration and

celebration of a dreamer whose ideas had no bounds.

Originally published in 1937, this book discusses the meaning of freedom in its relationship with British religious, political, social and economic institutions.

"Profound, vital and correct. Hirsch highlights the essence of our American being and the radical changes in education necessary to sustain that essence. Concerned citizens, teachers, and parents take note! We ignore this book at our peril."-- Joel Klein, former Chancellor of New York City Public Schools Now in paperback, the bestselling author of Cultural Literacy delivers a powerful manifesto on the failures of America's early education system and its impact on our current national malaise, advocating for a shared knowledge curriculum students everywhere can be taught--an educational foundation that can help improve and strengthen America's unity, identity, and democracy. In How to Educate a Citizen, E.D. Hirsch continues the conversation he began thirty years ago with his classic bestseller Cultural Literacy, urging America's public schools, particularly at the elementary level, to educate our children more effectively to help heal and preserve the nation. Since the 1960s, our schools have been relying on "child-centered learning." History, geography, science, civics, and other essential knowledge have been dumbed down by vacuous learning "techniques" and "values-based" curricula; indoctrinated by graduate schools of education, administrators and educators have believed they are teaching reading and critical thinking skills. Yet these cannot be taught in the absence of strong content, Hirsch argues. The consequence is a loss of shared knowledge that would enable us to work together, understand one another, and make coherent, informed decisions. A broken approach to school not only leaves our children under-prepared and erodes the American dream but also loosens the spiritual bonds and unity that hold the nation together. Drawing on early schoolmasters and educational reformers such as Noah Webster and Horace Mann, Hirsch charts the rise and fall of the American early education system and provides a blueprint for closing the national gap in knowledge, communications, and allegiance. Critical and compelling, How to Educate a Citizen galvanizes our schools to equip children with the power of shared knowledge.

What's being widely regarded as "one of the most life changing books ever written" may be the simplest approach to achieving everything you've ever wanted, and faster than you ever thought possible. What if you could wake up tomorrow and any-or EVERY-area of your life was beginning to transform? What would you change? The Miracle Morning is already transforming the lives of tens of thousands of people around the world by showing them how to wake up each day with more ENERGY, MOTIVATION, and FOCUS to take your life to the next level. It's been right here in front of us all along, but this book has finally brought it to life. Are you ready? The next chapter of YOUR life-the most extraordinary life you've ever imagined-is about to begin. It's time to WAKE UP to your full potential...

Examining the popularity of social networking, this title offers advice on making the most of online connections, social networking strategies, tips for guarding privacy, and a look at the future of social networking, all written in a practical, user-friendly style.

How to build your coaching or consulting practice in 90 days.

The sad truth about most trend predictions is that they seem to focus on restating the blatantly obvious. Predicting the "rise of wearable technology" in 2015 is a bit like predicting the ground will be wet the day after a rain storm ... it is undoubtedly true - but relatively useless to hear out loud. Five years ago, longtime brand consultant and marketing Professor Rohit Bhargava began producing his annual "Non-Obvious Trend Report" where he curated 15 trends to describe consumer behavior, marketing and where business was headed in the new year. His previous reports predicted the growth of content marketing, real time customer care and more transparency in business. To date, they have been downloaded and shared online more than half a million times. In this 5th Edition of his annual report, he takes readers behind the scenes for the very first time ever to share his techniques for curating trends and the five essential skillsets required in order to be able to predict the future for yourself. Through entertaining stories, deep analysis and a surprisingly simple approach - Rohit proves that even though we imagine trend forecasting is done only by business gurus ... each of us can get better at curating trends for ourselves as long as we know what to look for.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

"This book is a must for any Business Development Manager, Corporate Strategist, R&D Director, and anyone else who is accountable for growth in a corporation. It is an easy read that is practical and not fraught with useless academic theories." Ron Pierantozzi, Ph.D., CEO of PPT Research and Former Director, Business Development, Air Products & Chemicals, Inc. A Breakthrough Approach to Investing in Business Innovation Most companies analyze investments using tools that bias them against real innovation and lead them to avoid their best opportunities. This book introduces a breakthrough alternative: Opportunity Engineering . Drawing upon recent advances in financial analysis, but without requiring a lot of math, the authors show how to engineer the risk out of uncertain opportunities so you can pursue more high-payoff innovations. You'll learn how to escape from the "go/no-go vise" and implement more flexible decision-making that considers all the business alternatives, models, and opportunities associated with each project. You'll

learn how to systematically structure high-potential projects to limit downside exposure and boost your potential upside. The authors show how to define the scope of investment opportunities, identify key drivers of potential profits, document assumptions, design out major risks, and tease out key challenges and vulnerabilities. Using these techniques, you can escape the mindset that limits you to low-impact innovations and begin pursuing serious growth opportunities--and make business uncertainty work for you, not against you. Why companies avoid their best opportunities for innovation Getting past risk-averse analysis that snuffs out experimentation and innovation Systematically engineering your opportunities Capturing the upside, slicing out the downside Beyond rigid "go/no-go" decisions How flexible, staged innovation creates more opportunities for delivering value Constructing an engineered growth portfolio of innovation investments Optimizing your mix of core-enhancing investments and high potential "long shots"

UNLOCK THE KEY TO SUCCESS WITH JP MORGAN'S BEST SUMMER READ OF 2018 In this must-read for anyone seeking to succeed, pioneering psychologist Angela Duckworth takes us on an eye-opening journey to discover the true qualities that lead to outstanding achievement. Winningly personal, insightful and powerful, Grit is a book about what goes through your head when you fall down, and how that – not talent or luck – makes all the difference. 'Impressively fresh and original' Susan Cain

Fully revised and updated since its first publication in 2011 to encompass further appalling instances of wilful blindness: Grenfell Tower, Carillion, Harvey Weinstein, Windrush and many more 'Entertaining and compellingly argued' Sunday Times 'A tour de force of brilliant insights' Philip Zimbardo 'A polemic against the dangers of docility and "groupthink" in every walk of life' Books of the Year, Financial Times 'Writing in clear, flowing prose, Heffernan draws on psychological and neurological studies and interviews with executives, whistleblowers and white-collar criminals' New York Times 'An engaging read, packed with cautionary tales ... Heffernan shows why we close our eyes to facts that threaten our families, our livelihood, and our self-image – and, even better, she points the way out of the darkness' Daniel H. Pink, author of Drive and A Whole New Mind? Why, after every major accident and blunder, do we look back and ask, how could we have been so blind? Why do some people see what others don't? And how can we change? Drawing on studies by psychologists and neuroscientists, and from interviews with business leaders, whistle blowers and white collar criminals, distinguished businesswoman and writer Margaret Heffernan examines the phenomenon of wilful blindness, exploring the reasons that individuals and groups are blind to impending personal tragedies, corporate collapses, engineering failures – even crimes against humanity. We turn a blind eye in order to feel safe, to avoid conflict, to reduce anxiety and to protect prestige. It makes us feel good at first, with consequences we don't see. But greater understanding leads to solutions, and Heffernan shows how – by challenging our biases, encouraging debate, discouraging conformity, and not backing away from difficult or complicated problems – we can be more mindful of what's going on around us and be proactive instead of reactive.

The essays in this volume investigate the conceptual foundations of mathematics illuminating the powers of the mind. Contributors include Alexander George, Michael Dummett, George Boolos, W.W. Tait, Wilfried Sieg, Daniel Isaacson, Charles Parsons, and Michael Hallett.

Greg Boyd and his father, Ed, were on opposite sides of a great divide. Greg was a newfound Christian, while his father was a longtime agnostic. So Greg offered his father an invitation: Ed could write with any questions on Christianity, and his son would offer a response. Letters from a Skeptic contains this special correspondence. The letters tackle some of today's toughest challenges facing Christianity, including Do all non-Christians go to hell? How can we believe a man rose from the dead? Why is the world so full of suffering? How do we know the Bible was divinely inspired? Does God know the future? Each response offers insights into the big questions, while delivering intelligent answers that connect with both the heart and mind. Whether you're a skeptic, a believer, or just unsure, these letters can provide a practical, common-sense guide to the Christian faith. All New 10th Edition of the WSJ bestseller! Featuring 10 Bold new Trend Predictions Winner of 9 International Book Awards Introducing the highly awaited tenth edition of The Wall Street Journal bestseller and trend report featuring ten bold new megatrend predictions that will shape our world in the coming decade. What if you could predict the trends that will change your business? For the past ten years, Rohit Bhargava's signature annual Non-Obvious Trend Report has helped over a million readers discover more than 100 trends changing our culture. Now for the first time, Rohit and his team of Non-Obvious trend curators reveal ten revolutionary new Megatrends that are transforming how we work, play and live. -- How might the evolution of gender fluid toys change our culture? -- What can the popularity of handmade umbrellas and board games teach us about the future of business? -- Why do robot therapists and holographic celebrities actually demonstrate the importance of humanity? The answers to these questions may not be all that obvious, and that's exactly the point. This completely revised 10th Anniversary edition of Non-Obvious also offers an unprecedented look behind the scenes at the author's signature Haystack Method for identifying trends, and how you can learn to curate and predict trends for yourself. You don't need to be a futurist or innovator to learn to think like one. The key to growing your business or propelling your career into the next decade lies in better understanding the present. The future belongs to non-obvious thinkers and this book is your guide to becoming one. Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

The classic work on the evaluation of city form. What does the city's form actually mean to the people who live there? What can the city planner do to make the city's image more vivid and memorable to the city dweller? To answer these questions, Mr. Lynch, supported by studies of Los Angeles, Boston, and Jersey City, formulates a new criterion—imageability—and shows its potential value as a guide for the building and rebuilding of cities. The wide scope of this study leads to an original and vital method for the

evaluation of city form. The architect, the planner, and certainly the city dweller will all want to read this book.

In *unKingdom*, Mark Van Steenwyk takes a hard look at the ways Christianity has become complicit in imperialism and genocide, particularly in North America. With a blend of humility, wit, and sharp critique, he proposes a prophetic way forward through practices of revolutionary repentance.

The Killer Questions Your Company Should Be Asking Generating and executing great ideas is the key to staying ahead in a rapidly changing world. It seems so basic. Why is it so hard to actually get right? According to innovation expert Phil McKinney, the real problem is that we're teaching people to ask the wrong questions about their businesses--or none at all. There has to be a better way. In *Beyond the Obvious*, McKinney will help you use his proven FIRE (Focus, Ideation, Rank, Execution) Method to dig deeper and get back to asking the right questions--the ones all companies must ask to survive. Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards throughout his career. Shared for the first time here, these "Killer Questions" include: What are the rules and assumptions my industry operates under? What if the opposite were true? What will be the buying criteria used by my customer in 5 years? What are my unshakable beliefs about what my customers want? Who uses my product in ways I never anticipated? These questions will reframe the way you see your products, your customers, and the way the two interact. Whether you're a company of thousands or a lean startup, *Beyond the Obvious* will give you the skills and easy-to-follow plan you need to make both the revolutionary changes and nuanced tweaks required for success. Praise for *Beyond the Obvious* "Human beings are creatures of habit, so getting ourselves and our teams to think beyond the obvious is a challenge we face all the time. Phil McKinney is an innovation expert, and his killer questions and hit-the-spot anecdotes provide a great way to get out in front of opportunities we otherwise won't see." -- Geoffrey Moore, author of *Crossing the Chasm* and *Escape Velocity* "I've always believed that asking the right questions is the essence of design. Phil McKinney proves that point with this wonderful set of killer questions that will jumpstart-or greatly enhance- your innovation efforts." -- B. Joseph Pine II, co-author, *The Experience Economy & Infinite Possibility*. "Product Innovation is a prerequisite to building great brands. Phil's questions are a prerequisite to building innovative products." -- Satjiv S. Chahil, former global marketing chief, Apple"

Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life--explanations that seem obvious once we know the answer--are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present--an argument that has important implications in politics, business, marketing, and even everyday life.

The Asperkid's (Secret) Book of Social Rules offers witty insights into baffling social codes such as making and keeping friends, and common conversation pitfalls. Ideal for all 10-17 year olds with Asperger syndrome, this book provides inside information on over thirty social rules helping Asperkids to navigate the mysterious world around them.

[Copyright: a8187b521484ff38f970ca8587891e3f](https://www.amazon.com/dp/B000APR000)