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SPO69Z - PEREZ WENDY

Discover the power of (finally) getting unstuck, claiming your clarity, and becoming the person whose life you want to live—all through a simple self-care practice you can build into your daily routine. For anyone who's trying to make sense of their life, who wants to get unstuck from the patterns that hold them back, hear this incredible news: everything you need for the freedom you want is entirely within reach. This practice and pathway is free, it's readily available every day of your life, it takes just minutes of your time, and anyone can do it. Author, writing coach, and speaker Allison Fallon's life transformed when she discovered the power of a daily writing practice. As it turns out, using your words is one of the most powerful means you have for unlocking your life. The Power of Writing It Down is your guide to this transformative tool available to us all. In as little as five to twenty minutes a day, scientific research shows this daily practice can help you: Identify your ruts and create new neurological grooves toward better habits Find fresh motivation and take ownership of your life Heal from past pain and trauma Relieve anxiety and depression Contextualize life's setbacks and minor frustrations Live a more confident, balanced, and healthy life ...and so much more Drawing from years of coaching hundreds through the writing process—from first-timers to New York Times bestselling authors—Allison shares tried and tested practices for getting started, staying inspired, and using this simple habit to shift how you feel and show up to your life. Pen and paper is simply the method, but the reward is the real magic: new depths of self-discovery, creativity, and intentionality for living.

Want a new job or career? Need to demonstrate more value to customers or employers? Use today's hottest social media platforms to build the powerful personal brand that gets you what you want! In this completely updated book, Erik Deckers and Kyle Lacy help you use social media to and networking to advance your career, grow

your business, and land new job opportunities. From LinkedIn to Facebook, now including Instagram and SnapChat, this book is packed with new techniques and ideas that are practical, easy, and effective. Deckers and Lacy show you how to supercharge all your business and personal relationships...demonstrate that you are the best solution to employers' or partners' toughest problems...become a recognized thought leader...and turn your online network into outstanding jobs, great projects, and a fulfilling, profitable career! Discover how to: Choose today's best social media tools for your personal goals Build an authentic storyline and online identity that gets you the right opportunities Make the most of Facebook, LinkedIn, and Twitter—and leverage new platforms like Snapchat and Instagram Build connections and prove expertise by sharing video on YouTube and Vimeo Find yourself on search engines and then optimize your personal online presence Promote your events, accomplishments, victories...and even defeats and lessons learned Integrate online and offline networking to get more from both Reach people with hiring authority and budgets on LinkedIn Use Twitter to share the ideas and passions that make you uniquely valuable Avoid "killer" social networking mistakes Leverage your online expert status to become a published author or public speaker Measure the success of your social media branding Get new projects or jobs through your online friends and followers The Revised and Updated 3rd edition of the clear, practical guide to business writing from a renowned corporate writing coach Since the first edition's publication in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as an excellent primer for anyone who writes on the job. Now revised and updated to cover e-mail, texts, and the latest social media technology, Business Writing uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business If you listen to the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of "social media" first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media "success," and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.

Umberto Eco's wise and witty guide to researching and writing a thesis, published in English for the first time. By the time Umberto Eco published his best-selling novel *The Name of the Rose*, he was one of Italy's most celebrated intellectuals, a distinguished academic and the author of influential works on semiotics. Some years before that, in 1977, Eco published a little book for his students, *How to Write a Thesis*, in which he offered useful advice on all the steps involved in researching and writing a thesis—from choosing a topic to organizing a work schedule to writing the final draft. Now in its twenty-third edition in Italy and translated into seventeen languages, *How to Write a Thesis* has become a classic. Remarkably, this is its first, long overdue publication in English. Eco's approach is anything but dry and academic.

He not only offers practical advice but also considers larger questions about the value of the thesis-writing exercise. *How to Write a Thesis* is unlike any other writing manual. It reads like a novel. It is opinionated. It is frequently irreverent, sometimes polemical, and often hilarious. Eco advises students how to avoid "thesis neurosis" and he answers the important question "Must You Read Books?" He reminds students "You are not Proust" and "Write everything that comes into your head, but only in the first draft." Of course, there was no Internet in 1977, but Eco's index card research system offers important lessons about critical thinking and information curating for students of today who may be burdened by Big Data. *How to Write a Thesis* belongs on the bookshelves of students, teachers, writers, and Eco fans everywhere. Already a classic, it would fit nicely between two other classics: *Strunk and White* and *The Name of the Rose*. Contents: The Definition and Purpose of a Thesis • Choosing the Topic • Conducting Research • The Work Plan and the Index Cards • Writing the Thesis • The Final Draft

Information technologists are increasingly being made part of global teams, and are confronting the challenges of communicating across a variety of linguistic and cultural boundaries. This book helps you know what to say, what not to say, and even where to sit in meetings and in social situations. *The Tech Professional's Guide to Communicating in a Global Workplace* shows you how to effectively communicate across a variety of different cultures within and across organizations. You will become aware of cultural differences from one country or region to another, between various groups at the local level, and across groups such as developers to DBAs, IT staff to business people, women to men, people approaching retirement to people coming into the organization fresh out of college, and more. The author provides her personal experiences and shares anecdotes as well as lessons learned, key takeaways, and references for further reading. Whether it is face to face, over the phone, via email or instant messenger, or in a presentation, meeting, or report, the ability to communicate effectively is critical. *What You'll Learn Concisely* communicate with the right audience in the right way Write emails that are understood and get the results you want Improve personal reputation as an effective communicator Communicate across cultural boundaries without offending Present the desired impression in business situations Grow professionally by adjusting your communication style Who This Book Is For Programmers and

system administrators, including database administrators

Balance is Bullshit combines the advice of an expert, the exercises of a workbook, and the writing prompts of a journal into a program that will help you combine four major aspects of life: physical health, mental health, financial health, and social responsibility. Although we strive to balance these four parts of our lives, the stresses of everyday life interfere and keep us in a constant state of inadequacy because we can't seem to be great at everything at the same time. Alicia McKenzie--athlete, personal trainer, businessperson, wife, and mother of five--knows all too well how hard it can be to keep moving forward, so she developed this four-pronged approach that will help you schedule your time more efficiently while still getting moving toward your goals. She reveals how moving your body, developing your mind, managing your money, and giving back to the community are vital to your everyday wellness and overall happiness. The book starts with advice on creating routines to start and finish your day and using time blocking as a way to efficiently schedule your precious time. The following chapters detail each pillar of the program starting with physical wellness. Readers can use the prompts to begin writing on the journaling pages at the back of the book and a weekly schedule lets them note when they accomplish the assigned goals. Each section assigns exercises and assignments to complete that can be as small as making your bed every day to running one mile every day for a month. With its holistic approach to wellness, *Balance is Bullshit* is for anyone looking to eliminate the chaos in their lives and achieve more balance, productivity, and joy.

Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of "customer service" through every facet of the company, from finance to legal to marketing.

Drawing upon cutting-edge neuroscience research, this unique writing guide provides easy-to-follow principles for writing effectively and efficiently.

The author shares his insights into the craft of writing and offers a humorous perspective on his own experience as a writer.

Take a comfortable seat in Michael's lounge, a cup of tea in your hand, and let him share with you his top tips from across the range of personal development - his biggest passion converted into a career. That's how reading this book will feel: like

listening to someone speak, straight to the point and jargon free. This book is designed to give you a compassionate kick in the butt so you can become a better version of yourself, living a happier and more fulfilling life. Michael Serwa is a transformation coach and speaker. He doesn't improve his clients' lives, he transforms them. He takes them from good to great, using his signature 'no bullshit' approach. He shows them what they cannot see and tells them what no one else would dare to say. Learn more at www.michaelserwa.com

"Qualitative interviewing is one of the most widely used methods in social research, but it is arguably the least well understood. To address that gap, this book offers a theoretically rigorous, empirically rich, and user-friendly set of strategies for conceiving and conducting interview-based research. Much more than a "how to" manual, the book shows why depth interviewing is an indispensable method for discovering and explaining the social world--shedding light on the hidden patterns and dynamics that take place within institutions, social contexts, relationships, and individual experiences. It offers a step-by-step guide through every stage in the research process, from initially formulating a question, to developing arguments, and presenting the results. To do this, the book shows how to develop a research question, decide on and find an appropriate sample, construct an interview guide, conduct probing, theoretically focused interviews, and systematically analyze the complex material that depth interviews provide--all in the service of finding and presenting important new empirical discoveries and theoretical insights. The book also lays out the ever-present, but rarely discussed challenges that interviewers routinely encounter and then presents grounded, thoughtful ways to respond to them. By addressing the most heated debates about the scientific status of qualitative methods, the book demonstrates how depth interviewing makes unique and essential contributions to the research enterprise. With an emphasis on the integral relationship between carefully crafted research and theory building, the book offers a compelling vision for what the "interviewing imagination" can and should be"--

Writing with Elbow is a volume written by leading scholars now working in the field of composition who trace their own scholarship to foundational work done by Peter Elbow over the last 30 years. The book is in that sense a celebration. But it is more than that, too. Elbow and process writing are not without their critics, and the es-

says collected in *Writing with Elbow* also test him, extend his work, explore his intellectual forebears, address his critics and contexts, and complicate his legacy across a wide range of issues in current composition research and practice. A thoughtful, comprehensive retrospective on Peter Elbow's legacy, *Writing with Elbow* is a must-read collection for composition scholars, teachers, English educationists, and graduate students.

Build your confidence, increase your value, and make a lasting impact—a brand authenticity expert shares her most powerful secrets. Everyone in marketing is talking “authenticity.” Which means making a personal or professional brand should be simpler than ever, right? What could be easier than “being yourself”? Simple? Sure. But easy? Not so much. Why? Because authenticity is unfiltered, unapologetic, and honest. Authenticity owns its imperfections and takes responsibility for mistakes. It shows up on the good and bad days. In short, authenticity feels scary. No wonder we try to brand ourselves as someone else we think will be more appealing than our real selves. Jessica Zweig founded the SimplyBe. agency to revolutionize an authenticity-first approach to branding. With *Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*, she shares her most powerful secrets for building authenticity, service, and real connection into your winning brand. “I’m opening up the freakin’ vault to SimplyBe.’s best-in-class, trademarked methodologies, tools, and frameworks for clearing away everything that’s keeping the real you from shining through,” she says, including: *Branding Reinvented—Forget the hacks and tricks, it’s time to learn what personal branding is really about. Embracing Your Sh*t—All that stuff you think you need to hide? That’s actually your most important resource! Your Vibe Attracts Your Tribe—Learn to magnetize the people who most want to support you (and they’re out there). Your Personal Brand Hologram®—SimplyBe.’s universal framework can crystallize your utterly unique brand platform. The Supernova™—Create winning content with the secret sauce of consistency and clarity. The Pinnacle Content Framework™—Take the stress out of strategy and find the most direct, effective path toward your goals. Getting Social Media Right—Stop chasing trends and learn the 10 sustainable, evergreen principles for online connection. Living Your Brand—Take your authentic personal brand where it matters most: offline and into your relationships, your workplace, and the way you show up in the world. “We are living at an inflection point,” says Jessica Zweig.*

“For any brand—business or personal—the game is no longer about eyeballs, but engagement. No longer about impressions, but impact. Content is no longer king, clarity is. Your best strategy? Service and generosity. Your best solution? Authenticity.” Here is a powerful guide for connecting with others, changing lives, and moving the world forward as only you can.

From bestselling writer David Graeber—“a master of opening up thought and stimulating debate” (*Slate*)—a powerful argument against the rise of meaningless, unfulfilling jobs...and their consequences. Does your job make a meaningful contribution to the world? In the spring of 2013, David Graeber asked this question in a playful, provocative essay titled “On the Phenomenon of Bullshit Jobs.” It went viral. After one million online views in seventeen different languages, people all over the world are still debating the answer. There are hordes of people—HR consultants, communication coordinators, telemarketing researchers, corporate lawyers—whose jobs are useless, and, tragically, they know it. These people are caught in bullshit jobs. Graeber explores one of society’s most vexing and deeply felt concerns, indicting among other villains a particular strain of finance capitalism that betrays ideals shared by thinkers ranging from Keynes to Lincoln. “Clever and charismatic” (*The New Yorker*), *Bullshit Jobs* gives individuals, corporations, and societies permission to undergo a shift in values, placing creative and caring work at the center of our culture. This book is for everyone who wants to turn their vocation back into an avocation and “a thought-provoking examination of our working lives” (*Financial Times*).

So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in Public Relations are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency. You’ll learn the core skill of the business: pitching. It’ll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all - and made every mistake along the way - *This Is How You Pitch* is an honest, direct guidebook to Public Relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

An inspiring and laugh-out-loud guide to building the kind of confidence it really

takes to live the life of your dreams, from Impact Theory co-founder and growth mindset guru Lisa Bilyeu. Lisa Bilyeu grew up in London, where she was told her dreams of Hollywood were a little too big for a girl. After all, in her traditional Greek culture, who cared about prestigious awards when you could be a housewife? Lisa cared. Except after graduating from college, meeting the man of her dreams, and moving to Los Angeles, a housewife was exactly what Lisa became - for eight years! *Radical Confidence* is the story of how Lisa unpaused her life to co-found a company that went from zero to a billion dollars in just five years and become a leader in the world of personal development. Transforming herself with a growth mindset, Lisa learned to face her insecurities and inadequacies, embrace new challenges, solve her own problems, tell her negative voice to shut up and become the hero of her own life by life-hacking her way to feeling confident. *Radical Confidence* is deeply personal and filled with insight and practical tools for honest self-assessment, mastering emotions and staying motivated. With humour and honesty, this book teaches you how to be driven by your insecurities to create the life of your dreams.

Writing was the central passion of Emerson’s life. While his thoughts on the craft are well developed in “The Poet,” “The American Scholar,” *Nature*, “Goethe,” and “Persian Poetry,” less well known are the many pages in his private journals devoted to the relationship between writing and reading. Here, for the first time, is the Concord Sage’s energetic, exuberant, and unconventional advice on the idea of writing, focused and distilled by the preeminent Emerson biographer at work today. Emerson advised that “the way to write is to throw your body at the mark when your arrows are spent.” *First We Read, Then We Write* contains numerous such surprises—from “every word we speak is million-faced” to “talent alone cannot make a writer”—but it is no mere collection of aphorisms and exhortations. Instead, in Robert Richardson’s hands, the biographical and historical context in which Emerson worked becomes clear. Emerson’s advice grew from his personal experience; in practically every moment of his adult life he was either preparing to write, trying to write, or writing. Richardson shows us an Emerson who is no granite bust but instead is a fully fleshed, creative person disarmingly willing to confront his own failures. Emerson urges his readers to try anything—strategies, tricks, makeshifts—speaking not only of the nuts and bolts of writing but also of the grain and sinew of

his determination. Whether a writer by trade or a novice, every reader will find something to treasure in this volume. Fearlessly wrestling with “the birthing stage of art,” Emerson’s counsel on being a reader and writer will be read and reread for years to come.

Corporate executives struggle to harness the power of social technologies. Twitter, Facebook, blogs, YouTube are where customers discuss products and companies, write their own news, and find their own deals but how do you integrate these activities into your broader marketing efforts? It's an unstoppable groundswell that affects every industry -- yet it's still utterly foreign to most companies running things now. When consumers you've never met are rating your company's products in public forums with which you have no experience or influence, your company is vulnerable. In *Groundswell*, Josh Bernoff and Charlene Li explain how to turn this threat into an opportunity. In this updated and expanded edition of *Groundswell*, featuring an all new introduction and chapters on Twitter and social media integration, you'll learn to:

- Evaluate new social technologies as they emerge
- Determine how different groups of consumers are participating in social technology arenas
- Apply a four-step process for formulating your future strategy
- Build social technologies into your business

Groundswell is required reading for executives seeking to protect and strengthen their company's public image.

Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose

words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. *Everybody Writes* is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

Story Intelligence-SQ helps you become a master of your story, a pursuit indispensable to personal and professional success. By developing your SQ, you'll amplify and unleash every aspect of your intelligence, including your IQ and EQ. In this book, you'll also learn how you're wired for story and the ways it can set a positive trajectory for every facet of your life journey. Developing this level of mastery is imperative today because four in ten Americans have

not discovered a satisfying life purpose. Nearly a quarter of us—about one hundred million people—do not have a strong sense of what makes our lives meaningful. We need more than ever ritual fires where we can gather to create new stories that transcend the old metanarratives that no longer enrich and satisfy the yearnings of our hearts and souls. Story is a potent medicine that can re-enchant our lives. By re-storying ourselves, consciously building it into everyday living, we can make space to hear ourselves better, listen more deeply to each other, and discern the tales the earth is quietly whispering in our ears. Hopefully, *Story Intelligence* will help you stoke a new kind of fire, assisting you in illuminating what the Japanese call "ikigai"—translated loosely as "that which most makes one's life seem worth living." Through mastering story, we believe you can build a more durable source of meaning and personal fulfillment, as well as have a broader impact for good in your community and the world. In this book, you'll also learn how to: harness the power of story to live with greater efficacy; become a more influential communicator; solve complex challenges using story-based solutions; transform your workplace and community; heal old wounds, change dysfunctional beliefs, and bridge differences by resolving deeply seated conflicts; and, acquire the narrative tools to craft a more desirable future.

What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavor—be it starting up a dream business venture, writing a novel, or painting a masterpiece? *The War of Art* identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. *The War of Art* emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline. Think of it as tough love . . . for yourself.

Offers advice on working gracefully and effectively through such confrontational situations as ending relationships and asking for a raise, identifying key adjustments necessary to the dialogue process.

Ready to write your book? So why haven't you done it yet? If you're like most nonfiction authors, fears are holding you back. Sound familiar? Is my idea good enough? How do I structure a book? What exactly are the steps to write it? How do I stay motivated? What if I actually finish it, and it's bad? Worst of all: what if I publish it, and no one cares? How do I know if I'm even

doing the right things? The truth is, writing a book can be scary and overwhelming—but it doesn't have to be. There's a way to know you're on the right path and taking the right steps. How? By using a method that's been validated with thousands of other Authors just like you. In fact, it's the same exact process used to produce dozens of big bestsellers—including David Goggins's *Can't Hurt Me*, Tiffany Haddish's *The Last Black Unicorn*, and Joey Coleman's *Never Lose a Customer Again*. The Scribe Method is the tested and proven process that will help you navigate the entire book-writing process from start to finish—the right way. Written by 4x New York Times Bestselling Author Tucker Max and publishing expert Zach Obront, you'll learn the step-by-step method that has helped over 1,500 authors write and publish their books. Now a Wall Street Journal Bestseller itself, The Scribe Method is specifically designed for business leaders, personal development gurus, entrepreneurs, and any expert in their field who has accumulated years of hard-won knowledge and wants to put it out into the world. Forget the rest of the books written by pretenders. This is the ultimate resource for anyone who wants to professionally write a great nonfiction book.

Mobile has reprogrammed your customers' brains. Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you? Based on 200 interviews with entrepreneurs and major companies across the globe, *The Mobile Mind Shift* is the first book to explain how you can exploit mobile moments. You'll learn how to:

- Find your customer's most powerful mobile moments with a mobile moment audit.
- Master the IDEA Cycle, the business discipline for exploiting mobile. Align your business and technology teams in four steps: Identify, Design, Engineer, Analyze.
- Manufacture mobile moments as Krispy Kreme does — it sends a push notification when hot doughnuts are ready near you. Result: 500,000 app downloads, followed by a double-digit increase

in same-store sales.

- Turn one-time product sales into ongoing services and engagement, as the Nest thermostat does.
- And master new business models, as Philips and Uber do. Find ways to charge more and create indelible customer loyalty.
- Transform your technology into systems of engagement. Engineer your business and technology systems to meet the ever-expanding demands of mobile. It's how Dish Network not only increased the efficiency of its installers but also created new on-the-spot upsell opportunities. Mobile is rapidly shifting your customers into a new way of thinking. You'll need your own mobile mind shift to respond.

How effective is the communication you experience every day? How often have you been bored during a presentation? Failed to win a piece of business that, deep down, you know you should have won? Had a tedious, pointless networking conversation? Countless times, no doubt. Too much information and not enough relevance is a problem that pervades almost all business communication. You see, the way many people communicate is like filling a bucket with jelly, flinging it at their audience, and hoping some of it sticks. It's ineffective, it's irritating and, above all, it's very messy. So what's the answer? More relevance and a lot less jelly. The Jelly Effect teaches you simple, memorable and costless ways to win more attention and more business. Imagine how effective you'd be if you communicated only what was relevant 100 percent of the time. You would be better at talking to others, presenting, networking and selling. You would excel in interviews, meetings and pay-rise discussions. The benefits would be endless. The Jelly Effect shows you how to raise your game to a different level. You'll never fling another bucket of jelly again...

PRAISE FOR THE JELLY EFFECT 'The most effective, original and insightful book on business communication that I have ever read.' --Dr. Ivan R. Misner, NY Times bestselling author of *Truth or Delusion?* and founder of Business Network International 'Andy Bounds has a totally unique and inspiring way of communicating. He also has this tremendous ability to help others achieve more when they communicate. Every single person he's worked with at npower has found his guidance to be immensely valuable, and to have made a real difference. My advice: read this book - it will help you communicate with, and relate to, people better than ever before.' --Heidi Walton, npower, People Development Manager 'They say the definition of genius is the ability to make the complex simple. If that's the case then Andy Bounds is a genius. This book is packed with insight and

ideas that make the whole art of communication and connecting with people both easy to understand and apply. Yes, you'll have the occasional B.F.O. (Blinding Flash of the Obvious) moment and wonder why on earth you've never thought of some of the ideas before...truth is we need some one like Andy with his incredibly easy style of writing to wake us up to the obvious. I defy anyone who reads this book and applies the insights to their own business not to see a increase in both their profit and their profile.' --Paul McGee, International speaker and best selling author of *S.U.M.O. (Shut Up, Move On)*

It's the new normal. Now all of your employees are Twittering away and friending clients on Facebook. Not to mention customers--who feel obligated to update your Wikipedia entry with product complaints. In this new world, dealing with empowered employees and customers --Insurgents -- is only going to get more challenging. Employees are using this technology in the workplace and customers are using it in the marketplace, and neither obey the rules you set up. This chaos is your future as a manager. You could try to shut it down and shut it off. Or you can harness it and reap the business benefits. According to Josh Bernoff and Ted Schadler of Forrester Research (the organization that brought you Groundswell), your defense against insurgents is to enable them. At its heart, this is a book about how to scale the management of insurgency, both the innovation of insurgent employees and the energy of insurgent customers. The key is a process Forrester calls E Triple S, for the four elements of managing insurgents effectively: empowering, selecting, scaling, and socializing. While it's based in current trends, the core concept of *Managing Insurgents* -- that the next management and innovation challenge is harnessing individuals empowered by mobile, social, and connected technology -- is a new idea. In the wake of Groundswell, dozens of social-technology-for-business books cropped up. And there are plenty of books on improving your customer service. But there's no serious business book about management, marketing, and innovation in the throes of this trend. When *Insurgency* hits, it will be perceived not just as a sequel to Groundswell but as the start of a new management philosophy.

Chris Baty, motivator extraordinaire and instigator of a wildly successful writing revolution, spells out the secrets of writing—and finishing—a novel. Every fall, thousands of people sign up for National Novel Writing Month (NaNoWriMo), which Baty founded, determined to (a) write that novel or (b) finish that novel in—kid you

not—30 days. Now Baty puts pen to paper himself to share the secrets of success. With week-specific overviews, pep "talks," and essential survival tips for today's word warriors, this results-oriented, quick-fix strategy is perfect for people who want to nurture their inner artist and then hit print! Anecdotes and success stories from NaNoWriMo winners will inspire writers from the heralding you-can-do-it trumpet blasts of day one to the champagne toasts of day thirty. Whether it's a resource for those taking part in the official NaNo WriMo event, or a stand-alone handbook for writing to come, *No Plot? No Problem!* is the ultimate guide for would-be writers (or those with writer's block) to cultivate their creative selves.

Please note: This is a companion version & not the original book. *Sample Book Insights: #1* The tide of bullshit is rising, and it's affecting every aspect of our lives. It's becoming harder and harder to write clearly, and this is a huge problem. But it doesn't have to be. I can show you how to clear away the motivational roadblocks that are stopping you from writing clearly. *#2* The Iron Imperative is to write clear, bold prose that focuses on meaning and directness. But how can you actually put it into practice. You will inevitably become more efficient with your own time, which will lead to a decrease in your integrity. *#3* When you read something that is meaningful, you learn something. When you read something that is bullshit, you go, Huh. Bullshit is communication that wastes the reader's time by failing to communicate clearly and accurately. *#4* A passage should have a meaning ratio of 100 percent. A passage with a meaning ratio of 80 percent is readable. But below 70 percent, you're in bullshit territory. This passage reads as bullshit because nearly half of it is not communicating anything useful.

Persuasion Ethics Today explores persuasive communication in the fields of advertising, promotions, public relations and integrated marketing communication, and is designed for course use in advertising curricula. Ethical questions have become increasingly important in today's media landscape, and issues of regulation, privacy, and convenience are the subjects of heated debate among consumers, industry professional, policy makers, and interest groups. With the explosion of social media, mobile devices, tracking technologies, and behavioral targeting, the ethical issues about persuasion continue to increase in importance. This book's goal is to offer a broad introduction to the ethical standards, challenges, understanding, and decision-making strategies involved in the

practice of persuasion. *Persuasion Ethics Today* links real world persuasive communication activities to fundamental philosophies of ethics. It also offers tools for students and practitioners to engage with ethical dilemmas in a systematic way, and jumpstart debates about the right ethical choices in an increasingly complex media and social environment.

This book provides you with all the tools you need to write an excellent academic article and get it published.

Our world is more interconnected than ever--and yet we are all more isolated. Our vast array of communication tools has in many ways stepped on the toes of traditional communication. But strong communication skills help people thrive, enabling them to accomplish everything from landing jobs to making sales to running an organization. *There's Not An App for That* is an easy-to-incorporate guide that will help you to master the skills technology can't replicate. Learn to explain complicated ideas, interview effectively, speak clearly, and ultimately get ahead--all without looking at your smartphone.

Combining current knowledge of what works in teaching and learning with the most enduring philosophies of classical education, this book challenges readers to develop the skills, attitudes, knowledge, and habits of mind of strong writers.

The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! Detailed techniques for increasing sales, profits, market share, and efficiency Specific solutions for brand-building, customer service, R&D, and reputation management Facts, statistics, real-world case studies, and rock-solid metrics Stop hiding from social media--or treating it as if it's a playground. Start using it strategically. Identify specific, actionable goals. Apply business discipline and proven best practices. Stop fearing risks. Start mitigating them. Measure performance. Get results. You can. This book shows you how. Jason Falls and Erik Deckers serve up practical social media techniques and metrics for building brands, strengthening awareness, improving service, optimizing R&D, driving better leads--and closing more sales. "Conversations" and "communities" are wonderful, but they're not enough. Get this book and get what you really want from social media: profits. Think social media's a passing fad? Too risky? Just a toy? Too soft and fuzzy? Not for your business? Wake up! It's where your customers are. And it ain't going away. Does that suck? No. It doesn't. Do social media right, and all those great business buzzwords come true. Actionable. Measurable. And...wait

for it...here comes the big one. Profitable. Damn profitable. Want to know how to do it right? We'll show you. And, yeah, we know how because we've done it. This is the bullshit-free, lie-free, fluff-free, blessedly non-New-Age real deal. You're going to learn how to use social media to deliver absolutely killer customer service. How to R&D stuff people actually want. Develop scads of seriously qualified leads. You'll figure out what you want. You know, the little things like profits, market share, loyalty, and brand power. You'll figure out how to measure it. And then you'll go get it. One more thing. We know what scares you about social media. Screwing up (a.k.a., your mug on the front page of *The Wall Street Journal*). So we'll tell you what to do so that won't happen. Ever. No B.S. in this book. Just facts. Metrics. Best practices. Stuff to warm the hearts of your CFO, CEO, all your C-whatevers. And, yeah, you. So get your head out from under the pillow. Get your butt in gear. Let's go make some money.

A #1 NEW YORK TIMES BESTSELLER One of the most salient features of our culture is that there is so much bullshit. Everyone knows this. Each of us contributes his share. But we tend to take the situation for granted. Most people are rather confident of their ability to recognize bullshit and to avoid being taken in by it. So the phenomenon has not aroused much deliberate concern. We have no clear understanding of what bullshit is, why there is so much of it, or what functions it serves. And we lack a conscientiously developed appreciation of what it means to us. In other words, as Harry Frankfurt writes, "we have no theory." Frankfurt, one of the world's most influential moral philosophers, attempts to build such a theory here. With his characteristic combination of philosophical acuity, psychological insight, and wry humor, Frankfurt proceeds by exploring how bullshit and the related concept of humbug are distinct from lying. He argues that bullshitters misrepresent themselves to their audience not as liars do, that is, by deliberately making false claims about what is true. In fact, bullshit need not be untrue at all. Rather, bullshitters seek to convey a certain impression of themselves without being concerned about whether anything at all is true. They quietly change the rules governing their end of the conversation so that claims about truth and falsity are irrelevant. Frankfurt concludes that although bullshit can take many innocent forms, excessive indulgence in it can eventually undermine the practitioner's capacity to tell the truth in a way that lying does not. Liars at least acknowledge that it matters what is true. By virtue of this, Frankfurt

writes, bullshit is a greater enemy of the truth than lies are.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them

to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. **AUTHOR BIOGRAPHY** Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. **AUTHOR HOME** Ottawa, Ontario, Canada

Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you

write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy don't stand a chance. In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.