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Innovating

While Maria Ferrante-Schepis has many years of experience in the financial services and insurance industry, Flirting with The Uninterested has insights that apply to ANY industry in a state of change, and where leaders have lost sight of the end consumer. The publishing industry is a great example.

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Serving as an indispensable resource for students and general-interest readers alike, this three-volume work provides a comprehensive view of mental health that covers both mental well-being and mental illness. □ Provides exhaustive content that affords

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readers a holistic understanding of mental health and mental disorders □ Features extensive cross-referencing that allows readers to easily see connections and relationships between different entries □ Offers end-of-entry further readings that serve as a gateway to additional information for study □ Reflects on common perceptions and portrayals of mental health through a variety of pop culture-oriented entries that focus on subjects such as television shows and movies

In business you should Free the Idea Monkey to focus on what matters most. This book shows (in an extremely entertaining way) how the most innovative leaders and organizations work and play to find this balance. Walt Disney partnered with Roy Disney (Walt handled the Imagineering; Roy made sure they made money at it.) Orville Wright partnered with his brother Wilbur. Steve Jobs partnered with Steve Wozniak. Great leaders and great organizations have found the balance between the enthusiastic and inspiring Idea Monkeys and the focused and empowering leaders, the people who turned their ideas into a reality. Written by the leaders of the globally recognized Innovation Agency, this book contains entertaining stories, fun illustrations and practical tips to inspire and empower both Idea Monkeys□and the (Ring) Leaders who must somehow focus those creative people□s energy and ideas.

A New York Times bestseller! Cofounder of the international beauty company Caudalíe shares the simple, natural, time-tested beauty secrets she learned growing up in France that any woman can use to look younger, healthier, and more radiant without harsh products or drastic procedures. When Mathilde Thomas moved from her native France to the United States to expand her skin-care company, Caudalíe, she wanted to find out what American women wanted from their beauty routines. She interviewed thousands of women and was struck by how different the French and American approaches to beauty were. American women are all about the

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quick fix—the elusive product or procedure that will instantly solve a nagging beauty problem, even if it hurts, is wildly expensive, or is damaging in the long term. The French, by contrast, approach beauty as an essential and pleasurable part of the day, a lifelong and active investment that makes you look and feel good. Mathilde used these insights to turn Caudalie into one of America's top beauty brands. Drawing on her company's twenty years of scientific skin-care expertise backed by the research of doctors and dermatologists—as well as the beauty secrets she learned growing up on a vineyard in Bordeaux—The French Beauty Solution covers everything from how to use natural ingredients such as oil and honey to wash your face; what foods to eat for healthier hair, skin, and nails; and the amazing properties of grapes and grapeseed oil. She also introduces an easy three-day grape cleanse that European aristocrats have been using to detox for hundreds of years. Blending stories, science, DIY recipes, and tons of savoir faire, The French Beauty Solution is the last beauty regimen you'll ever need.

Knight Assassin by Rima Jean Seventeen-year-old Zayn has special powers she cannot control—powers that others fear and covet. Powers that cause the Templar Knights to burn Zayn's mother at the stake for witchcraft. When a mysterious stranger tempts Zayn to become the first female member of the heretical Assassins, the chance to seek her revenge lures her in. She trains to harness her supernatural strength and agility, and then enters the King of Jerusalem's court in disguise with the assignment to assassinate Guy de Molay, her mother's condemner. But once there, she discovers Earic Goodwin, the childhood friend who still holds her heart, among the knights—and his ocean-blue eyes don't miss a thing. Will vengeance be worth the life of the one love she has left?

Leftist firebrand Fredrik deBoer exposes the lie at the heart of our educational system and demands top-to-bottom reform. Everyone agrees that education is the key to creating a more just and equal

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world, and that our schools are broken and failing. Proposed reforms variously target incompetent teachers, corrupt union practices, or outdated curricula, but no one acknowledges a scientifically-proven fact that we all understand intuitively: academic potential varies between individuals, and cannot be dramatically improved. In *The Cult of Smart*, educator and outspoken leftist Fredrik deBoer exposes this omission as the central flaw of our entire society, which has created and perpetuated an unjust class structure based on intellectual ability. Since cognitive talent varies from person to person, our education system can never create equal opportunity for all. Instead, it teaches our children that hierarchy and competition are natural, and that human value should be based on intelligence. These ideas are counter to everything that the left believes, but until they acknowledge the existence of individual cognitive differences, progressives remain complicit in keeping the status quo in place. This passionate, voice-driven manifesto demands that we embrace a new goal for education: equality of outcomes. We must create a world that has a place for everyone, not just the academically talented. But we will never achieve this dream until the Cult of Smart is destroyed.

Shift happens. It's time for Plan D. Long gone are the good old days where a sudden market shift was tempered -- even held back -- by restrictive laws, huge capital requirements, complex data, industry secrets, distribution networks and expensive infrastructure. Goliath has lost his edge. Today, "what's next" is conceived by firebrand leaders who topple the once proud giants of established industries. You know, the crazy ones . . . the Disruptors. This book explores two questions about them: 1. What makes them special? (So we can do what they do and upend our competition as well.) 2. How do they think? (So we know how to manage them while getting the absolute best out of them.) This book is written about -- and for -- Disruptors. It crystallizes the Disruptor's unique superhero powers so you can use them too (for good, not evil). The future belongs to

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the Disruptors. You need them, and they need you. This book will help you dream, drive and deliver like the crazy ones.

Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

“Fascinating. Doidge’s book is a remarkable and hopeful portrait of the endless adaptability of the human brain.”—Oliver Sacks, MD, author of *The Man Who Mistook His Wife for a Hat* What is neuroplasticity? Is it possible to change your brain? Norman Doidge’s inspiring guide to the new brain science explains all of this and more An astonishing new science called neuroplasticity is overthrowing the centuries-old notion that the human brain is immutable, and proving that it is, in fact, possible to change your brain. Psychoanalyst, Norman Doidge, M.D., traveled the country to meet both the brilliant scientists championing neuroplasticity, its healing powers, and the people whose lives they’ve transformed—people whose mental limitations, brain damage or brain trauma were seen as unalterable. We see a woman born with half a brain that rewired itself to work as a whole, blind people who learn to see, learning disorders cured, IQs raised, aging brains rejuvenated, stroke patients learning to speak, children with cerebral palsy learning to move with more grace, depression and anxiety disorders successfully treated, and lifelong character traits changed. Using these marvelous stories to probe mysteries of the body, emotion, love, sex, culture, and education, Dr. Doidge has written an immensely moving, inspiring book that will permanently alter the way we look at our brains, human nature, and human potential.

Brand New’s revolutionary innovation process is a proven road map you can put to work immediately to create successful new products, services, and business models. Written by leading innovation

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practitioners, and the coauthor of the bestseller *Customers for Life*, the authors of this tightly focused, highly entertaining book have nailed the issue perfectly when it comes to successfully introducing anything new. Research shows people like new products and services. Indeed they go out of their way to try to find them. Yet companies are truly terrible at providing new products and services that meet these customers' needs. Why are companies so bad at giving customers what they want? Because they lack a simple proven process that makes sure innovation occurs efficiently time after time. No one knows this better than Mike Maddock and his team at Maddock Douglas, the Agency of Innovation,™ which has worked closely with more than a quarter of Fortune 100. To solve the innovation paradox, Maddock explains the process his team has used to help the world's best companies and shows you how to Find needs and opportunity in the marketplace Come up with significant market insights Create compelling communication (using the actual words your customers use) to convince people to try your new creation What has worked for some of the world's most successful companies, when it comes to innovation, will work for you. Start putting the lessons of *Brand New* to work for you...before the competition does.

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