

Upstream The Quest To Solve Problems Before They Happen

Explorers of the Nile
The Future of Work
Saving Face
True Allegiance
Excel for Marketing Managers
Made to Stick
HBR Guide to Dealing with Conflict (HBR Guide Series)
To Sell Is Human
Snow Angel Cove
Please Stop Helping Us
Everydata
Should I Go to Medical School?
You Don't Have to Be a Doctor
Strive
Switch
What's Your Problem?
The Ghosts of Tupelo Landing
Decisive
The Power of Moments
Sisters by Choice
Call an Audible
The Slow Fix
The Future Leader
Upstream
Moments of Truth
Move the Needle
Midnight at the Blackbird Cafe
Rust
Next
Leaders Make the Future
Upstream
Perfectly Confident
Upstream
Prevention First
Optimal Outcomes
SUMMARY: Upstream: The Quest To Solve Problems Before They Happen: By Dan Heath | The MW Summary Guide
The Catalyst
The Three-Year Swim Club
Smarter Faster Better
The Myth of the Garage

Explorers of the Nile

New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? Upstream probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation’s culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we’ve forgotten that we can fix them?

The Future of Work

Is happiness really the key to a meaningful and fulfilling life? We are all obsessed with happiness. There are thousands of books, presenters, and courses trying to teach us how to be happy.?? But are we more happy? No! We are the most depressed, anxious and medicated group of people in history. The happiness movement has failed us. Strive turns our ideas of happiness upside down and reveals why challenge,

Free Copy Upstream The Quest To Solve Problems Before They Happen

struggle and setbacks are the keys to living a profoundly satisfying life that fosters authentic happiness. Dr Adam Fraser shows that the practice of striving towards a goal is vital to achieving fulfilment and peak performance, without needing to sacrifice your relationships and physical and mental wellbeing along the way. You'll find out: Why we are most proud of overcoming the hard things in life Why gold medallists feel flat when they return home Why rich kids and welfare kids face the same problems Why we feel most alive when we are working towards a goal, not when we achieve it Why trying to increase our happiness levels stops us from reaching our potential Why having all your dreams come true will truly mess you up. Strive is a must read for anyone who wants to transform their lives and find fulfilment, one struggle at a time.

Saving Face

From Chip and Dan Heath, the bestselling authors of Switch and Made to Stick, comes The Myth of the Garage and other minor surprises, a collection of the authors' best columns for Fast Company magazine. There are 16 pieces in all, plus a previously unpublished piece entitled 'The Future Fails Again'. In Myth, the Heath brothers tackle some of the most (and least) important issues in the modern business world: - Why you should never buy another mutual fund ('The Horror of Mutual Funds') - Why your gut may be more ethical than your brain ('In Defense of Feelings') - How to communicate with numbers in a way that changes decisions ('The Gripping Statistic') - Why the 'Next Big Thing' often isn't ('The Future Fails Again') - Why you may someday pay \$300 for a pair of socks ('The Inevitability of \$300 Socks') - And 12 others . . . Punchy, entertaining, and full of unexpected insights, the collection is the perfect companion for a short flight (or a long meeting).

True Allegiance

"Elements of Tara Westover's Educated The mill comes to represent something holy to [Eliese] because it is made not of steel but of people." —New York Times Book Review One woman's story of working in the backbreaking steel industry to rebuild her life—but what she uncovers in the mill is much more than molten metal and grueling working conditions. Under the mill's orange flame she finds hope for the unity of America. Steel is the only thing that shines in the belly of the mill To ArcelorMittal Steel Eliese is known as #6691: Utility Worker, but this was never her dream. Fresh out of college, eager to leave behind her conservative hometown and come to terms with her Christian roots, Eliese found herself applying for a job at the local steel mill. The mill is everything she was trying to escape, but it's also her only shot at financial security in an economically devastated and forgotten part of America. In Rust, Eliese brings the reader inside the belly of the mill and the middle American upbringing that brought her there in the first place. She takes a long and intimate look at her Rust Belt childhood and struggles to reconcile her desire to leave without turning her back on the people she's come to love. The people she sees as the unsung backbone of our nation. Faced with the financial promise of a steelworker's paycheck, and the very real danger of working in an environment where a steel coil could crush you at any moment or a vat of molten iron could explode because of a single drop of water, Eliese finds unexpected warmth and camaraderie among the gruff men she labors beside each day. Appealing to readers of Hillbilly Elegy and Educated, Rust is a story of the humanity Eliese discovers in the most unlikely and hellish of places, and the hope that therefore begins to grow.

Excel for Marketing Managers

Why is it that so many efforts by liberals to lift the black underclass not only fail, but often harm the intended beneficiaries? In *Please Stop Helping Us*, Jason L. Riley examines how well-intentioned welfare programs are in fact holding black Americans back. Minimum-wage laws may lift earnings for people who are already employed, but they price a disproportionate number of blacks out of the labor force. Affirmative action in higher education is intended to address past discrimination, but the result is fewer black college graduates than would otherwise exist. And so it goes with everything from soft-on-crime laws, which make black neighborhoods more dangerous, to policies that limit school choice out of a mistaken belief that charter schools and voucher programs harm the traditional public schools that most low-income students attend. In theory these efforts are intended to help the poor—and poor minorities in particular. In practice they become massive barriers to moving forward. *Please Stop Helping Us* lays bare these counterproductive results. People of goodwill want to see more black socioeconomic advancement, but in too many instances the current methods and approaches aren't working. Acknowledging this is an important first step.

Made to Stick

The most powerful Microsoft Excel features that can be used to sort through data to produce meaningful marketing analyses are outlined in this manual. Marketing managers will learn the math functions to produce budgets and forecasts, and how to use survey analysis to quickly spot trends using pivot tables and other analysis tools. Ideas for launch schedules, life cycle management, and other date-related information are also presented.

HBR Guide to Dealing with Conflict (HBR Guide Series)

An Easy to Digest Summary Guide ??BONUS MATERIAL AVAILABLE INSIDE?? The Mindset Warrior Summary Guides, provides you with a unique summarized version of the core information contained in the full book, and the essentials you need in order to fully comprehend and apply. Maybe you've read the original book but would like a reminder of the information? ? Maybe you haven't read the book, but want a short summary to save time? ? Maybe you'd just like a summarized version to refer to in the future? ? In any case, The Mindset Warrior Summary Guides can provide you with just that. ? How to setup systems that prevent crisis ? What to do when all your attempts to prevent a problem fail AND how to make sure it doesn't happen again ? The 7 Questions you must ask yourself for a bulletproof backup plan ? The true story behind the preparations done prior to the Hurricane Katrina disaster, and what you can learn from them. ? What feedback you should look at to determine success. (Many people get this wrong, and they pursue the wrong metric for years, before the ACTUAL consequence show up) Lets get Started. Download Your Book Today.. NOTE: To Purchase the "Upstream"(full book); which this is not, simply type in the name of the book in the search bar of your bookstore.

To Sell Is Human

NEW EDITION, REVISED AND UPDATED What are the new leadership skills needed to succeed in the decade ahead? In this second edition Bob Johansen, bestselling author and longtime CEO of the Institute for the Future, teams with the prestigious Center for Creative Leadership (CCL), not only describing and updating the 10 new essential leadership skills but also offering tools and techniques for developing and applying them.

Snow Angel Cove

People have long been in search of a quick fix. Truth is, it doesn't work. The problems facing us today are bigger and more urgent than ever before and we need to learn to start fixing things properly, rather than settling for short-term solutions. 'The Slow Fix' offers real, life-changing solutions to tackling these problems and extends the movement defined by Carl Honore in his global bestseller, 'In Praise of Slow', to offer a recipe for problem-solving that can be applied to every walk of life, from business and politics to relationships, education and health reform."

Please Stop Helping Us

While everyone is talking about "big data," the truth is that understanding the "little data"--the stats that underlie newspaper headlines, stock reports, weather forecasts, and so on--is what helps you make smarter decisions at work, at home, and in every aspect of your life. The average person consumes approximately 30 gigabytes of data every single day, but has no idea how to interpret it correctly. EVERYDATA explains, through the eyes of an expert economist and statistician, how to decipher the small bytes of data we consume in a day. EVERYDATA is filled with countless examples of people misconstruing data--with results that range from merely frustrating to catastrophic: The space shuttle Challenger exploded in part because the engineers were reviewing a limited sample set. Millions of women avoid caffeine during pregnancy because they interpret correlation as causation. Attorneys faced a \$1 billion jury verdict because of outlier data. Each chapter highlights one commonly misunderstood data concept, using both realworld and hypothetical examples from a wide range of topics, including business, politics, advertising, law, engineering, retail, parenting, and more. You'll find the answer to the question--"Now what?"--along with concrete ways you can use this information to immediately start making smarter decisions, today and every day.

Everydata

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In Switch, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a

result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping • The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Should I Go to Medical School?

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

You Don't Have to Be a Doctor

“Jonah Berger is one of those rare thinkers who blends research-based insights with immensely practical guidance. I am grateful to be one of the many who have learned from this master teacher.” —Jim Collins, author *Good to Great*, coauthor *Built to Last* From the author of New York Times bestsellers *Contagious* and *Invisible Influence* comes a revolutionary approach to changing anyone's mind. Everyone has something they want to change. Marketers want to change their customers' minds and leaders want to change organizations. Start-ups want to change industries and nonprofits want to change the world. But change is hard. Often, we persuade and pressure and push, but nothing moves. Could there be a better way? This book takes a different approach. Successful change agents know it's not about pushing harder, or providing more information, it's about being a catalyst. Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, “How could I change someone's mind?” they ask a different question: “Why haven't they changed already? What's stopping them?” The Catalyst identifies the key barriers to change and how to mitigate them. You'll learn how catalysts change minds in the toughest of situations:

how hostage negotiators get people to come out with their hands up and how marketers get new products to catch on, how leaders transform organizational culture and how activists ignite social movements, how substance abuse counselors get addicts to realize they have a problem, and how political canvassers change deeply rooted political beliefs. This book is designed for anyone who wants to catalyze change. It provides a powerful way of thinking and a range of techniques that can lead to extraordinary results. Whether you're trying to change one person, transform an organization, or shift the way an entire industry does business, this book will teach you how to become a catalyst.

Strive

Throughout the history of business employees had to adapt to managers and managers had to adapt to organizations. In the future this is reversed with managers and organizations adapting to employees. This means that in order to succeed and thrive organizations must rethink and challenge everything they know about work. The demographics of employees are changing and so are employee expectations, values, attitudes, and styles of working. Conventional management models must be replaced with leadership approaches adapted to the future employee. Organizations must also rethink their traditional structure, how they empower employees, and what they need to do to remain competitive in a rapidly changing world. This is a book about how employees of the future will work, how managers will lead, and what organizations of the future will look like. The Future of Work will help you: Stay ahead of the competition Create better leaders Tap into the freelancer economy Attract and retain top talent Rethink management Structure effective teams Embrace flexible work environments Adapt to the changing workforce Build the organization of the future And more The book features uncommon examples and easy to understand concepts which will challenge and inspire you to work differently.

Switch

Organizations now need to attract, retain, and motivate teams and employees across distance, time zones, and cultural differences. Building authentic and lasting human relations may be the most important calling for leaders in this century. According to management and global leadership specialist Maya Hu-Chan, the concept of "saving face" can help any leader preserve dignity and create more empathetic cross-cultural relationships. "Face" represents one's self-esteem, self-worth, identity, reputation, status, pride, and dignity. Saving face is often understood as saving someone from embarrassment, but it's also about developing an understanding of the background and motivations of others to discover the unique facets we all possess. Without that understanding, we risk causing others to lose face without even knowing it. Hu-Chan explains saving face through anecdotes and practical tools, such as her BUILD leadership model (Benevolence, Understanding, Interacting, Learning, and Delivery). This book illustrates how we can give face to create positive first impressions, avoid causing others to lose face, and, most importantly, build trust and lasting relationships inside and outside the workplace.

What's Your Problem?

New York Times bestselling author Dan Heath asks what happens when we take our thinking upstream and try to prevent problems before they happen. Why 'solve' crimes when we could stop them being committed? Why treat chronic diseases when they could be prevented from developing? Why provide shelter for the homeless rather than working to keep people housed in the first place? Why do our efforts skew so heavily towards reaction rather than prevention? We all have a tendency to work around problems. We are resourceful. We improvise. We're so accustomed to managing emergencies as they strike that we often don't stop to think about how we could prevent crises before they happen. The notion of preventing problems is an evergreen need in our professional and daily lives. Which makes *Upstream* a book for skeptical optimists - across all sectors - who know it's not going to be easy, but who believe that we have the capacity to solve some of our thorniest issues, if only we start to think about the system rather than the symptoms. Drawing on insights from Dan Heath's extensive research, as well as hundreds of new interviews with unconventional problem solvers, he delivers practical solutions for preventing problems rather than simply reacting to them. 'Packed with vivid stories and practical examples, *Upstream* is the rare book that can both revitalize your business and make our world a better place.' - Daniel H. Pink, No. 1 New York Times bestselling author of *When, Drive* and *To Sell Is Human* 'Informs, engages and, above all, entertains.' – Charles Duhigg, bestselling author of *The Power of Habit* and *Smarter, Faster, Better*

The Ghosts of Tupelo Landing

In the summer of 2006, author Daron K. Roberts was just one year away from earning a law degree from his dream school: Harvard. But that summer, in the throes of a clerkship at a Texas law firm, Roberts had a revelation—he wanted something different. Very different. Daron Roberts wanted to be an NFL football coach. After making the transition from Harvard Law student to NFL newbie, Roberts worked as a coach for the Kansas City Chiefs, Detroit Lions, West Virginia Mountaineers, and the Cleveland Browns. But he's not forgotten how hard it was to take that first step in a new direction. In *Call an Audible*, Roberts shares his inspiring journey and reveals his playbook to help guide your next transition.

Decisive

#1 New York Times Business Bestseller #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of *Drive* and *A Whole New Mind* comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase. But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales. But so do the other eight. Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, we're all in sales now. *To Sell Is Human* offers a fresh look at the art and science of selling. As he did in *Drive* and *A Whole New Mind*, Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually

changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change how you see the world and transform what you do at work, at school, and at home.

The Power of Moments

THE USA TODAY BESTSELLER Heather Webber's *Midnight at the Blackbird Cafe* is a captivating blend of magical realism, heartwarming romance, and small-town Southern charm. Nestled in the mountain shadows of Alabama lies the little town of Wicklow. It is here that Anna Kate has returned to bury her beloved Granny Zee, owner of the Blackbird Café. It was supposed to be a quick trip to close the café and settle her grandmother's estate, but despite her best intentions to avoid forming ties or even getting to know her father's side of the family, Anna Kate finds herself inexplicably drawn to the quirky Southern town her mother ran away from so many years ago, and the mysterious blackbird pie everybody can't stop talking about. As the truth about her past slowly becomes clear, Anna Kate will need to decide if this lone blackbird will finally be able to take her broken wings and fly. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Sisters by Choice

An expert on the psychology of decision making at Berkeley's Haas School of Business helps readers calibrate their confidence, arguing that some confidence is good, but overconfidence can hinder growth. A surge of confidence can feel fantastic—offering a rush of energy, even a dazzling vision of the future. It can give us courage and bolster our determination when facing adversity. But if that self-assurance leads us to pursue impossible goals, it can waste time, money, and energy. Self-help books and motivational speakers tell us that the more confident we are, the better. But this way of thinking can lead to enormous trouble. Decades of research demonstrates that we often have an over-inflated sense of self and are rarely as good as we believe. *Perfectly Confident* is the first book to bring together the best psychological and economic studies to explain exactly what confidence is, when it can be helpful, and when it can be destructive in our lives. Confidence is an attitude that takes into account both personal feelings and the facts. Don Moore identifies the ways confidence behaves in real life and raises thought-provoking questions. How optimistic should you be about an uncertain future? What justifies your confidence in something amorphous and subjective like your attractiveness or sense of humor? Moore reminds us that the key to success is to avoid being both over- and under-confident. In this essential guide, he shows how to become perfectly confident—how to strive for and maintain the well-calibrated, adaptive confidence that can elevate all areas of our lives.

Call an Audible

From the New York Times bestselling author of *California Girls* comes an all new original Blackberry Island novel told with Susan Mallery's

trademark humor and charm. *Sisters by Choice* is a heartfelt tale of love, family and the friendships that see us through. Cousins by chance, sisters by choice... After her cat toy empire goes up in flames, Sophie Lane returns to Blackberry Island, determined to rebuild. Until small-town life reveals a big problem: she can't grow unless she learns to let go. If Sophie relaxes her grip even a little, she might lose everything. Or she might finally be free to reach for the happiness and love that have eluded her for so long. Kristine has become defined by her relationship to others. She's a wife, a mom. As much as she adores her husband and sons, she wants something for herself—a sweet little bakery just off the waterfront. She knew changing the rules wouldn't be easy, but she never imagined she might have to choose between her marriage and her dreams. Like the mainland on the horizon, Heather's goals seem beyond her grasp. Every time she manages to save for college, her mother has another crisis. Can she break free, or will she be trapped in this tiny life forever? Don't miss Susan Mallery's most irresistible novel yet, *The Vineyard at Painted Moon*, and join one woman as she searches for the perfect blend of love, family and wine.

The Slow Fix

The Future Leader

An award-winning conflict consultant offers a new path to take when agreement and collaboration seem impossible, and teaches us that when conflict resolution fails, we can achieve freedom instead—even without others' cooperation. A founding CEO and his top salesperson are engaged in a heated clash over her compensation package. A mother and daughter are locked in a nasty cycle of blame and attack. A high-profile executive team is struggling with aggressive political infighting. In all these cases, every effort to talk it out has been unsuccessful. Where can you turn when your attempts to resolve conflict fail? Most approaches emphasize collaboration. You are supposed to sit down, calmly talk through your differences, and find a solution. But what if nothing seems to work, no matter what you do? When situations resist resolution, the Optimal Outcomes Method teaches us conflict freedom. This innovative method, based on Dr. Jennifer Goldman-Wetzler's training at the Program on Negotiation at Harvard Law School, two decades as a consultant to Fortune 500 and high-growth CEOs and senior teams, grassroots work with Middle East leaders, US government-funded research on terrorism, and her popular course at Columbia University, Optimal Outcomes reveals eight groundbreaking practices proven to help people everywhere free themselves from conflict. With inspiring stories from clients, students, and Dr. Goldman-Wetzler's own life lighting the way, you'll learn to observe complex situations with clarity, access your shadow values (things you really care about but have been unwilling to admit), and take bold, simple, surprising action. Optimal Outcomes blends mindfulness, Jungian psychology, and practical, step-by-step advice to free anyone from seemingly impossible conflict. Applying the practices, you'll reach your Optimal Outcome—which may be vastly different from what you originally imagined, but more satisfying than you ever dreamed possible.

Upstream

NEW YORK TIMES BESTSELLER • From the author of *The Power of Habit* comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think—with an appendix of real-world lessons to apply to your life. At the core of *Smarter Faster Better* are eight key productivity concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps—and becomes one of the most successful players in the world. A group of data scientists at Google embark on a four-year study of how the best teams function, and find that how a group interacts is more important than who is in the group—a principle, it turns out, that also helps explain why *Saturday Night Live* became a hit. A Marine Corps general, faced with low morale among recruits, reimagines boot camp—and discovers that instilling a “bias toward action” can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's *Frozen* are nearly out of time and on the brink of catastrophe—until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive. In *The Power of Habit*, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

Moments of Truth

The New York Times bestselling inspirational story of impoverished children who transformed themselves into world-class swimmers. In 1937, a schoolteacher on the island of Maui challenged a group of poverty-stricken sugar plantation kids to swim upstream against the current of their circumstance. The goal? To become Olympians. They faced seemingly insurmountable obstacles. The children were Japanese-American and were malnourished and barefoot. They had no pool; they trained in the filthy irrigation ditches that snaked down from the mountains into the sugarcane fields. Their future was in those same fields, working alongside their parents in virtual slavery, known not by their names but by numbered tags that hung around their necks. Their teacher, Soichi Sakamoto, was an ordinary man whose swimming ability didn't extend much beyond treading water. In spite of everything, including the virulent anti-Japanese sentiment of the late 1930s, in their first year the children outraced Olympic athletes twice their size; in their second year, they were national and international champs, shattering American and world records and making headlines from L.A. to Nazi Germany. In their third year, they'd be declared the greatest swimmers in the world. But they'd also face their greatest obstacle: the dawning of a world war and the cancellation of the Games. Still, on

the battlefield, they'd become the 20th century's most celebrated heroes, and in 1948, they'd have one last chance for Olympic glory. They were the Three-Year Swim Club. This is their story. *Includes Reading Group Guide*

Move the Needle

The author shares stories from her life to show that anyone can pursue his or her passions--both personal and professional--no matter how quirky or impossible they may seem to everyone else.

Midnight at the Blackbird Cafe

Providing concrete steps that federal policymakers should take to promote prevention both within and outside our healthcare sector, *Prevention First* not only sounds the alarm about the terrible consequences of preventable disease but serves as a rallying cry that we can and must do better in this country to reduce preventable deaths.

Rust

New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? *Upstream* probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation’s culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. *Upstream* delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we’ve forgotten that we can fix them?

Next

Are you a future-ready leader? Based on exclusive interviews with over 140 of the world's top CEOs and a survey of nearly 14,000 people. Do you have the right mindsets and skills to be able to lead effectively in the next ten years and beyond? Most individuals and organizations don't even know what leadership will look like in the future. Until now. There has been a lot written about leadership for the present day, but the world is changing quickly. What worked in the past won't work in the future. We need to know how to prepare leaders who can successfully navigate and guide us through the next decade and beyond. How is leadership changing, and why? How ready are leaders today for these changes? What should leaders do now? To answer these questions, Jacob interviewed over 140 CEOs from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, Kaiser, KPMG, Intercontinental Hotels Group, Yum! Brands, Saint-Gobain, Dominos, Philip Morris International, and over a hundred others. Jacob also partnered with LinkedIn to survey almost 14,000 of their members around the globe to see how CEO insights align with employee perspectives. The majority of the world's top business leaders that Jacob interviewed believe that while some core aspects of leadership will remain the same, such as creating a vision and executing on strategy, leaders of the future will need a new arsenal of skills and mindsets to succeed. What emerged from all of this research is the most accurate groundbreaking book on the future of leadership, which shares exclusive insights from the world's top CEOs and never before seen research. After reading it, you will:

- Learn the greatest trends impacting the future of leadership and their implications
- Understand the top skills and mindsets that leaders of the future will need to possess and how to learn them
- Change your perception of who a leader is and what leadership means
- Tackle the greatest challenges that leaders of the future will face
- See the gap that exists between what CEOs identified versus what employees are actually experiencing
- Become a future-ready leader

This is the book that you, your team, and your organization must read in order to lead in the future of work.

Leaders Make the Future

While some of us enjoy a lively debate with colleagues and others prefer to suppress our feelings over disagreements, we all struggle with conflict at work. Every day we navigate an office full of competing interests, clashing personalities, limited time and resources, and fragile egos. Sure, we share the same overarching goals as our colleagues, but we don't always agree on how to achieve them. We work differently. We rub each other the wrong way. We jockey for position. How can you deal with conflict at work in a way that is both professional and productive—where it improves both your work and your relationships? You start by understanding whether you generally seek or avoid conflict, identifying the most frequent reasons for disagreement, and knowing what approaches work for what scenarios. Then, if you decide to address a particular conflict, you use that information to plan and conduct a productive conversation. The HBR Guide to Dealing with Conflict will give you the advice you need to:

- Understand the most common sources of conflict
- Explore your options for addressing a disagreement
- Recognize whether you—and your counterpart—typically seek or avoid conflict
- Prepare for and engage in a difficult conversation
- Manage your and your counterpart's emotions
- Develop a resolution together
- Know when to walk away
- Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business.

Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Upstream

New York Times bestselling author RaeAnne Thayne brings readers back to Haven Point—a place made for new beginnings and Christmas miracles... Snow Angel Cove Nothing short of a miracle can restore Eliza Hayward's Christmas cheer. The job she pinned her dreams on has gone up in smoke—literally—and now she's stuck in an unfamiliar, if breathtaking, small town. Precariously close to being destitute, Eliza needs a hero, but she's not expecting one who almost runs her down with his car! Rescuing Eliza is pure instinct for tech genius Aidan Caine. At first, putting the renovation of his lakeside guest lodge in Eliza's hands assuages his guilt—until he sees how quickly he could fall for her. Having focused solely on his business for years, he never knew what his life was missing before Eliza, but now he's willing to risk his heart on a yuletide romance that could lead to forever.

Perfectly Confident

"The author makes a compelling case that we often start solving a problem before thinking deeply about whether we are solving the right problem. If you want the superpower of solving better problems, read this book." -- Eric Schmidt, former CEO, Google Are you solving the right problems? Have you or your colleagues ever worked hard on something, only to find out you were focusing on the wrong problem entirely? Most people have. In a survey, 85 percent of companies said they often struggle to solve the right problems. The consequences are severe: Leaders fight the wrong strategic battles. Teams spend their energy on low-impact work. Startups build products that nobody wants. Organizations implement "solutions" that somehow make things worse, not better. Everywhere you look, the waste is staggering. As Peter Drucker pointed out, there's nothing more dangerous than the right answer to the wrong question. There is a way to do better. The key is reframing, a crucial, underutilized skill that you can master with the help of this book. Using real-world stories and unforgettable examples like "the slow elevator problem," author Thomas Wedell-Wedellsborg offers a simple, three-step method - Frame, Reframe, Move Forward - that anyone can use to start solving the right problems. Reframing is not difficult to learn. It can be used on everyday challenges and on the biggest, trickiest problems you face. In this visually engaging, deeply researched book, you'll learn from leaders at large companies, from entrepreneurs, consultants, nonprofit leaders, and many other breakthrough thinkers. It's time for everyone to stop barking up the wrong trees. Teach yourself and your team to reframe, and growth and success will follow.

Upstream

"When Miss Lana accidentally buys a haunted inn at the Tupelo Landing town auction, Desperado Detectives--aka Mo LoBeau and her best friend Dale--opens up a paranormal division to solve the ghost's identity before the town's big 250th anniversary bash"--

Prevention First

Free Copy Upstream The Quest To Solve Problems Before They Happen

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions--in our lives, careers, families and organizations. In *Decisive*, Chip Heath and Dan Heath, the bestselling authors of *Made to Stick* and *Switch*, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

Optimal Outcomes

The president and CEO of Scandinavia Airlines (SAS) shows how to adapt to the new customer-driven economy.

SUMMARY: Upstream: The Quest To Solve Problems Before They Happen: By Dan Heath | The MW Summary Guide

Follow a link to an ad in a sponsored email and, no matter your age or stage of life, you will likely be directed to a product that marketers believe is right for you. More often than not, the ad will target those with a younger, trendier, hipper lifestyle, offering you products you never knew you needed or wanted. Companies market to a younger audience because they believe that's where the money and the excitement are. But are they wrong? Perhaps very wrong? This is only one of the counterintuitive arguments that Darrell Bricker, CEO of Ipsos Public Affairs, a world leader in opinion polling, tackles in his groundbreaking new book, *Next*. Not since *Boom, Bust & Echo* has a Canadian expert in what Canadians will want and need distilled the growing trends based on real and extensive demographic data and dared to forecast what will come next in a major publication. Why is Harley-Davidson making smaller motorcycles and changing the way they sell their bikes? Should restaurateurs be focusing on vibrant, frenetic restaurants offering the latest food fashion or on open, quieter restaurants that focus on tasty standard fare? What's the fastest-growing sector in the housing market? Where should companies plan on setting up shop? Why do we face a population crisis? Which provinces will become the haves and which the have-nots? Where will Canadians be emigrating from, and where will they live? Should we be building more hockey arenas or basketball courts, or even cricket pitches? *Next* is the first book in decades that offers an honest, often provocative prescription for where we will live, what we'll be buying and who our leaders will be in the decades to come. Filled with stories of Canadians making critical decisions for their businesses and their personal lives, *Next* will appeal to a wide audience: anyone who is wondering where they should look for their next job or where they might plan on living in retirement—even how they will live in Canada's ever-changing future.

The Catalyst

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they’re not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world’s youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

The Three-Year Swim Club

People decide to go to medical school for all kinds of reasons, most of them bad, some downright terrible: "My parents want me to be a doctor""Ummm, seemed like a better idea than law school?" "Prestige, yo!" "Cashmoney make it rain, baby!" "Job security! I'll always have a job, and nobody can fire me!" "I wanna help people!" "Couldn't think of anything else to do with my life" Wrong, wrong, and so wrong. But hey, I don't blame you. 'Cause you've never been a doc. How can you possibly know what it's like? Like parenting, nobody really knows what they're getting into until they've done it themselves. That's why you need to hear from the people who've already been through the experiences you're seeking to have: med students and doctors who have contributed the 70 or so short pieces to this book. You'll hear from the disillusioned orthopedist of 14 years; the guy who goes to med school after 10 years in the military; the chief resident who quits in his final year; the 58-year old cardiologist with heartache; the blissfully content rural doc; the 35-year old obstetrician/gynecologist who suddenly feels stuck and can't escape; med students, residents, and dozens more, from both the pro and con contingents. This way, you get a flavor for what a medical career is like in each phase of training and practice. The book has eight sections: 1) Introduction and my essays. 2) *The Voice of Reason*, featuring balanced, well-reasoned pieces on what it means to be a doctor, with both the pluses and minuses from practicing physicians. 3 & 4) Pieces from medical students, residents and practicing physicians who are pro and con a medical career. 5) Lifestyle and relationship issues in the context of a medical career. 6) Interviews with two practicing physicians. One is Dr Dean Ornish, a well-known physician and an eloquent proponent of medicine if there ever was one. 7) Alternatives to medicine: naturopathy, physical therapy, pharmacy, physician's assistant, research, nurse practitioner, osteopathy, veterinary school, biomedical engineering. 8) Further resources.

Smarter Faster Better

A “highly enjoyable” account of six men, and one woman, who journeyed into uncharted and treacherous African terrain to find the source of the White Nile (The Washington Post). Nothing obsessed explorers of the mid-nineteenth century more than the quest to discover the source of the White Nile. It was the planet’s most elusive secret, the prize coveted above all others. Between 1856 and 1876, six larger-than-life men and one extraordinary woman accepted the challenge. Showing extreme courage and resilience, Richard Burton, John Hanning Speke, James Augustus Grant, Samuel Baker, Florence von Sass, David Livingstone, and Henry Morton Stanley risked their lives and reputations in the fierce competition. National Book Critics Circle Award-winning author Tim Jeal deploys fascinating new research to provide a vivid tableau of the unmapped “Dark Continent,” its jungle deprivations, and the courage—as well as malicious tactics—of the explorers. On multiple forays launched into east and central Africa, the travelers passed through almost impenetrable terrain and suffered the ravages of flesh-eating ulcers, paralysis, malaria, deep spear wounds, and even death. They discovered Lakes Tanganyika and Victoria and became the first white people to encounter the kingdoms of Buganda and Bunyoro. Jeal weaves the story with authentic new detail—and examines the tragic unintended legacy of the Nile search that still casts a long shadow over the people of Uganda and Sudan. “A fabulous story...old-fashioned epic adventure.”—The Sunday Times “Superb narrative...a must-read for anyone hoping to understand the internal dynamics of modern state-building in central Africa.”—Booklist

The Myth of the Garage

A Practical Guide to Your Authentic Health Career Whether you are a student or recent graduate, a health professional, or are considering a career change to the health field, this book provides the framework, exercises and insights you need to advance from where you are today to experience the joy, power, and success that comes from living your authentic life and career. In *You Don’t Have to be a Doctor*, Jeff Oxendine guides readers through a proven nine-step process to choose their authentic health career path, secure jobs, and navigate life and industry changes. Readers are empowered to make choices in alignment with emerging industry needs, their values, passions, goals, and what they are good at and enjoy. Readers can develop an action and accountability plan to achieve their goals. The book does not discourage anyone from being a doctor or pursuing any specific health profession. It emphasizes the importance of critically assessing and choosing a path aligned with who you are and what you want from your life and career and provides proven tips and tools for success.

Free Copy Upstream The Quest To Solve Problems Before They Happen

[Read More About Upstream The Quest To Solve Problems Before They Happen](#)

[Arts & Photography](#)

[Biographies & Memoirs](#)

[Business & Money](#)

[Children's Books](#)

[Christian Books & Bibles](#)

[Comics & Graphic Novels](#)

[Computers & Technology](#)

[Cookbooks, Food & Wine](#)

[Crafts, Hobbies & Home](#)

[Education & Teaching](#)

[Engineering & Transportation](#)

[Health, Fitness & Dieting](#)

[History](#)

[Humor & Entertainment](#)

[Law](#)

[LGBTQ+ Books](#)

[Literature & Fiction](#)

[Medical Books](#)

[Mystery, Thriller & Suspense](#)

[Parenting & Relationships](#)

[Politics & Social Sciences](#)

[Reference](#)

[Religion & Spirituality](#)

[Romance](#)

[Science & Math](#)

[Science Fiction & Fantasy](#)

[Self-Help](#)

[Sports & Outdoors](#)

[Teen & Young Adult](#)

[Test Preparation](#)

[Travel](#)