

A Beautiful Constraint How To Transform Your Limitations Into Advantages And Why Its Everyones Business

Algorithms are a dominant force in modern culture, and every indication is that they will become more pervasive, not less. The best algorithms are undergirded by beautiful mathematics. This text cuts across discipline boundaries to highlight some of the most famous and successful algorithms. Readers are exposed to the principles behind these examples and guided in assembling complex algorithms from simpler building blocks. Written in clear, instructive language within the constraints of mathematical rigor, Algorithms from THE BOOK includes a large number of classroom-tested exercises at the end of each chapter. The appendices cover background material often omitted from undergraduate courses. Most of the algorithm descriptions are accompanied by Julia code, an ideal language for scientific computing. This code is immediately available for experimentation. Algorithms from THE BOOK is aimed at first-year graduate and advanced undergraduate students. It will also serve as a convenient reference for professionals throughout the mathematical sciences, physical sciences, engineering, and the quantitative sectors of the biological and social sciences.

This book introduces formal grammar theories that play a role in current linguistic theorizing (Phrase Structure Grammar, Transformational Grammar/Government & Binding, Generalized Phrase Structure Grammar, Lexical Functional Grammar, Categorical Grammar, Head-Driven Phrase Structure Grammar, Construction Grammar, Tree Adjoining Grammar). The key assumptions are explained and it is shown how the respective theory treats arguments and adjuncts, the active/passive alternation, local reorderings, verb placement, and fronting of constituents over long distances. The analyses are explained with German as the object language. The second part of the book compares these approaches with respect to their predictions regarding language acquisition and psycholinguistic plausibility. The nativism hypothesis, which assumes that humans posses genetically determined innate language-specific knowledge, is critically examined and alternative models of language acquisition are discussed. The second part then addresses controversial issues of current theory building such as the question of flat or binary branching structures being more appropriate, the question whether constructions should be treated on the phrasal or the lexical level, and the question whether abstract, non-visible entities should play a role in syntactic analyses. It is shown that the analyses suggested in the respective frameworks are often translatable into each other. The book closes with a chapter showing how properties common to all languages or to certain classes of languages can be captured. This book is a new edition of http://langsci-press.org/catalog/book/25 and http://langsci-press.org/catalog/book/195.

"...a daunting triumph of will pushing its way through imposing roadblocks to a magical country, an absurdist nirvana of humor, pathos, and loss."--Time magazine A Void is a metaphysical whodunit, a story chock-full of plots and subplots, of trails in pursuit of trails, all of which afford Perec occasion to display his virtuosity as a verbal magician. It is also an outrageous verbal stunt: a 300-page novel that never once employs the letter E. The year is 1968, and as France is torn apart by social and political anarchy, the noted eccentric and insomniac Anton Vowl goes missing. Ransacking his Paris flat, his best friends scour his diary for clues to his whereabouts. At first glance these pages reveal nothing but Vowl's penchant for word games, especially for "lipograms," compositions in which the use of a particular letter is suppressed. But as the friends work out Vowl's verbal puzzles, and as they investigate various leads discovered among the entries, they too disappear, one by one by one, and under the most mysterious circumstances . . .

R Markdown: The Definitive Guide is the first official book authored by the core R Markdown developers that provides a comprehensive and accurate reference to the R Markdown ecosystem. With R Markdown, you can easily create reproducible data analysis reports, presentations, dashboards, interactive applications, books, dissertations, websites, and journal articles, while enjoying the simplicity of Markdown and the great power of R and other languages. In this book, you will learn Basics: Syntax of Markdown and R code chunks, how to generate figures and tables, and how to use other computing languages Built-in output formats of R Markdown: PDF/HTML/Word/RTF/Markdown documents and ioslides/Slides/Beamer/PowerPoint presentations Extensions and applications: Dashboards, Tuftex handouts, xaringan/reveal.js presentations, websites, books, journal articles, and interactive tutorials Advanced topics: Parameterized reports, HTML widgets, document templates, custom output formats, and Shiny documents. Yihui Xie is a software engineer at RStudio. He has authored and co-authored several R packages, including knitr, rmarkdown, bookdown, blogdown, shiny, xaringan, and animation. He has published three other books, Dynamic Documents with R and knitr, bookdown: Authoring Books and Technical Documents with R Markdown, and blogdown: Creating Websites with R Markdown. J.J. Allaire is the founder of RStudio and the creator of the RStudio IDE. He is an author of several packages in the R Markdown ecosystem including rmarkdown, flexdashboard, learnr, and radix. Garrett Grolemund is the co-author of R for Data Science and author of Hands-On Programming with R. He wrote the lubridate R package and works for RStudio as an advocate who trains engineers to do data science with R and the Tidyverse.

Building a Challenger Brand Culture Within Yourself and Your Organization

Writing the Beautiful Game

Unlock the Power of Less -and Achieve More Than You Ever Imagined

Four Songs of Care and Constraint

John Nash, Game Theory, and the Modern Quest for a Code of Nature

The Book of Delights

R Markdown

A New York Times bestseller and a "Best Thriller of the Year" Winner of the Goncourt Prize and now an international phenomenon, this dizzying, whip-smart novel blends crime, fantasy, sci-fi, and thriller as it plumbs the mysteries surrounding a Paris-New York flight. Who would we be if we had made different choices? Told that secret, left that relationship, written that book? We all wonder—the passengers of Air France 006 will find out. In their own way, they were all living double lives when they boarded the plane: Blake, a respectable family man who works as a contract killer. Slimboy, a Nigerian pop star who uses his womanizing image to hide that he’s gay. Joanna, a Black American lawyer pressured to play the good old boys’ game to succeed with her Big Pharma client. Victor Miesel, a critically acclaimed yet largely obscure writer suddenly on the precipice of global fame. About to start their descent to JFK, they hit a shockingly violent patch of turbulence, emerging on the other side to a reality both perfectly familiar and utterly strange. As it charts the fallout of this logic-defying event, The Anomaly takes us on a journey from Lagos and Mumbai to the White House and a top-secret hangar. In Hervé Le Tellier’s most ambitious work yet, high literature follows the lead of a bingeable Netflix series, drawing on the best of genre fiction from “chick lit” to mystery, while also playfully critiquing their hallmarks. An ingenious, timely variation on the doppelgänger theme, it taps into the parts of ourselves that elude us most.

An analysis of convergent evolution from molecules to ecosystems, demonstrating the limited number of evolutionary pathways available to life. Charles Darwin famously concluded On the Origin of Species with a vision of "endless forms most beautiful" continually evolving. More than 150 years later many evolutionary biologists see not endless forms but the same, or very similar, forms evolving repeatedly in many independent species lineages. A porpoise's fishlike fins, for example, are not inherited from fish ancestors but are independently derived convergent traits. In this book, George McGhee describes the ubiquity of the phenomenon of convergent evolution and connects it directly to the concept of evolutionary constraint--the idea that the number of evolutionary pathways available to life are not endless, but quite limited. Convergent evolution occurs on all levels, from tiny organic molecules to entire ecosystems of species. McGhee demonstrates its ubiquity in animals, both herbivore and carnivore; in plants; in ecosystems; in molecules, including DNA, proteins, and enzymes; and even in minds, describing problem-solving behavior and group behavior as the products of convergence. For each species example, he provides an abbreviated list of the major nodes in its phylogenetic classification, allowing the reader to see the evolutionary relationship of a group of species that have independently evolved a similar trait by convergent evolution. McGhee analyzes the role of functional and developmental constraints in producing convergent evolution, and considers the scientific and philosophical implications of convergent evolution for the predictability of the evolutionary process.

In this 2nd edition of The Business of Choice, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioral scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing and brand strategies.

An inspiring yet practical guide for transforming limitations into opportunities A Beautiful Constraint: How to Transform Your Limitations Into Advantages And Why It's Everyone's Business Now is a book about everyday, practical inventiveness, designed for the constrained times in which we live. It describes how to take the kinds of issues that all of us face today--lack of time, money, resources, attention, know-how--and see in them the opportunity for transformation of oneself and one's organization's fortunes. The ideas in the book are based on the authors' extensive work as business consultants, and are brought to life in 35 personal interviews from such varied sources as Nike, IKEA, Unilever, the U.S. Navy, Formula One racecar engineers, public school teachers in California, and barley farmers in South Africa. Underpinned by scientific research into the psychology of breakthrough, the book is a practical handbook full of tools and tips for how to make more from less. Beautifully designed and accessible, A Beautiful Constraint will appeal beyond its core business audience to anyone who needs to find the opportunity in constraint. The book takes the reader on a journey through the mindset, method and motivation required to move from the initial "victim" stage into the transformation stage. It challenges us to: Examine how we've become path dependent--stuck with routines that blind us from seeing opportunity along new paths Ask Propelling Questions to help us break free of those paths and put the most pressing and valuable constraints at the heart of our process Adopt a Can If mentality to answer these questions--focused on "how," not "if" Access the abundance to be found all around us to help transform constraints Activate the high-octane mix of emotions necessary to fuel the tenacity required for success We live in a world of seemingly ever-increasing constraints, driven as much by an overabundance of choices and connections as by a scarcity of time and resources. How we respond to these constraints is one of the most important issues of our time and will be a large determinant of our progress as people, businesses and planet, in the future. A Beautiful Constraint calls for a more widespread capability for constraint-driven problem solving and provides the framework to achieve that.

Disruptive Thinking in Organizations

Marketing to Consumers' Instincts

The Innovator's DNA

Beautiful on the Mountain

Go Luck Yourself

A History of Prison Architecture

The Art of Inspiring Anybody

An exquisite visual celebration of the 2,500-year history of geometry If you've ever thought that mathematics and art don't mix, this stunning visual history of geometry will change your mind. As much a work of art as a book about mathematics, Beautiful Geometry presents more than sixty exquisite color plates illustrating a wide range of geometric patterns and theorems, accompanied by brief accounts of the fascinating history and people behind each. With artwork by Swiss artist Eugen Jost and text by math historian Eli Maor, this unique celebration of geometry covers numerous subjects, from straightedge-and-compass constructions to intriguing configurations involving infinity. The result is a delightful and informative illustrated tour through the 2,500-year-old history of one of the most important branches of mathematics.

"Astute and consistently surprising critic" (NPR) Olivia Laing investigates the body and its discontents through the great freedom movements of the twentieth century. The body is a source of pleasure and of pain, at once hopelessly vulnerable and radiant with power. In her ambitious, brilliant sixth book, Olivia Laing charts an electrifying course through the long struggle for bodily freedom, using the life of the renegade psychoanalyst Wilhelm Reich to explore gay rights and sexual liberation, feminism, and the civil rights movement. Drawing on her own experiences in protest and alternative medicine, and traveling from Weimar Berlin to the prisons of McCarthy-era America, Laing grapples with some of the most significant and complicated figures of the past century—among them Nina Simone, Christopher Isherwood, Andrea Dworkin, Sigmund Freud, Susan Sontag, and Malcolm X. Despite its many burdens, the body remains a source of power, even in an era as technologized and automated as our own. Arriving at a moment in which basic bodily rights are once again imperiled, Everybody is an investigation into the forces arranged against freedom and a celebration of how ordinary human bodies can resist oppression and reshape the world.

Named a Most Anticipated/Best Book of the Month by: NPR * USA Today * Time * Washington Post * Vulture * Women 's Wear Daily * Bustle * LitHub * The Millions * Vogue * Shondaland * Chicago Review of Books * The Guardian * Los Angeles Times * Kirkus * Publishers Weekly So often deployed as a jingoistic, even menacing rallying cry, or limited by a focus on passing moments of liberation, the rhetoric of freedom both rouses and repels. Does it remain key to our autonomy, justice, and well-being, or is freedom 's long star turn coming to a close? Does a continued obsession with the term enliven and emancipate, or reflect a deepening nihilism (or both)? On Freedom examines such questions by tracing the concept 's complexities in four distinct realms: art, sex, drugs, and climate. Drawing on a vast range of material, from critical theory to pop culture to the intimacies and plain exchanges of daily life, Maggie Nelson explores how we might think, experience, or talk about freedom in ways responsive to the conditions of our day. Her abiding interest lies in ongoing "practices of freedom" by which we negotiate our interrelation with—indeed, our inseparability from—others, with all the care and constraint that entails, while accepting difference and conflict as integral to our communion. For Nelson, thinking publicly through the knots in our culture—from recent art-world debates to the turbulent legacies of sexual liberation, from the painful paradoxes of addiction to the lure of despair in the face of the climate crisis—is itself a practice of freedom, a means of forging fortitude, courage, and company. On Freedom is an invigorating, essential book for challenging times.

The first comprehensive single-authored textbook on genome-scale models and the bottom-up approach to systems biology.

Convergent Evolution

Essays

The Art of Noticing

40 ways to stack the odds in your brand 's favour

The Pirate Inside

Everybody: A Book about Freedom

Limited Forms Most Beautiful

If you enjoyed the classic novel Christy and the bestselling Mitford series, then you'll love Beautiful on the Mountain, a real-life tale about serving God in unlikely circumstances. In 1977, Jeannie Light left her fine plantation home amid heartbreak and came to Graves Mill, a tiny hamlet in the Blue Ridge Mountains. Alone in an utterly new kind of life, Jeannie was determined to find the courage to make a fresh start. To Jeannie's surprise, she found herself called upon by her new neighbors to open the old, deteriorated country church, a place that had once united the fractured community of mountain folk. With no training, and no small amount of trepidation, she undertook the task. And as she embarked on an unforeseen series of adventures, from heartbreaking to hilarious, Jeannie would learn more than she ever expected about faith, loving your neighbor, and doing the work that God sets in front of you. Because sometimes, God calls us to go where there is no path . . . and leave a trail.

Winner of the 2016 Berry - AMA Book Prize for Best Book in Marketing from the American Marketing Association! Named Marketing Book of the Year for 2016 by Marketing & Sales Books! Reshape Consumer Behavior by Making Your Brand the Instinctive, Intuitive, Easy Choice • Discover powerful new ways to simplify and guide consumer decisions • Gain actionable insights into social influence, how people plan, and how they interpret the past • Leverage surprising advances in neuroscience, evolutionary biology, and the behavioral and social sciences Whatever your marketing or behavioral objective, you'll be far more successful if you know how humans choose. Human intuitions and cognitive mechanisms have evolved over millions of years, but only now are marketers beginning to understand their impact on people's decisions. The Business of Choice helps you apply new scientific insights to make your brand or target behavior the easiest, most instinctive choice. Matthew Willcox integrates the latest research advances with his own extensive enterprise marketing experience at FCB's Institute of Decision Making. Willcox explains why we humans often seem so irrational, how marketers can leverage the same evolutionary factors that helped humans prosper as a species, how to make decisions simpler for your consumers, and how to make them feel good about their choices, so they keep coming back for more!

“Ross Gay’s eye lands upon wonder at every turn, bolstering my belief in the countless small miracles that surround us.” —Tracy K. Smith, Pulitzer Prize winner and U.S. Poet Laureate The winner of the NBCC Award for Poetry offers up a spirited collection of short lyric essays, written daily over a tumultuous year, reminding us of the purpose and pleasure of praising, extolling, and celebrating ordinary wonders. Ross Gay’s The Book of Delights is a genre-defying book of essays—some as short as a paragraph; some as long as five pages—that record the small joys that occurred in one year, from birthday to birthday, and that we often overlook in our busy lives. His is a meditation on delight that takes a clear-eyed view of the complexities, even the terrors, in his life, including living in America as a black man; the ecological and psychic violence of our consumer culture; the loss of those he loves. Among Gay’s funny, poetic, philosophical delights: the way Botan Rice Candy wrappers melt in your mouth, the volunteer crossing guard with a pronounced tremor whom he imagines as a kind of boat-woman escorting pedestrians across the River Styx, a friend’s unabashed use of air quotes, pickup basketball games, the silent nod of acknowledgment between black people. And more than any other subject, Gay celebrates the beauty of the natural world—his garden, the flowers in the sidewalk, the birds, the bees, the mushrooms, the trees. This is not a book of how-to or inspiration, though it could be read that way. Fans of Roxane Gay, Maggie Nelson, and Kiese Laymon will revel in Gay’s voice, and his insights. The Book of Delights is about our connection to the world, to each other, and the rewards that come from a life closely observed. Gay’s pieces serve as a powerful and necessary reminder that we can, and should, stake out a space in our lives for delight.

Rigorously documented and generously illustrated, Forms of constraint surveys prison architecture from earliest times to the present. Embedding his discussion of architectural detail in a history of social ideas about prisoners and imprisonment, criminologist Norman Johnston considers the architectural design and features of prisons in light of the purposes they were meant to serve. Johnston describes the preferred types of prison layout in various eras and locations. He assesses the success or failure of building elements in fulfilling goals such as prisoner isolation, segregation by gender or by severity of crime, adequate hygiene, rehabilitative activities, and surveillance of prisoners and guards. As goals and the consequent demands on the physical structure changed, new templates for the ideal prison emerged. Johnston traces the gradual rise of prison design as an architectural specialty and profiles the early figures and organizations devoted to the field, including William Blackburn, the first architect to specialize in prison design; John Haviland, architect of the influential Pennsylvania prison style; and Jeremy and Samuel Bentham, who conceived the much-discussed but never built Panopticon. He describes changes in prison design as architecture and penal philosophy leadership passed from one country to another. He also provides broad coverage of penal methods and prison architecture around the world.

If I Had Your Face

A Novel

Eating the Big Fish

Grammatical theory

The Definitive Guide

Your Ad Ignored Here

Navigating the Future

An updated edition outlines 12 strategies for discovering creative approaches to goal fulfillment, combining the insights of a Boston Philharmonic conductor and a relationship psychotherapist while sharing inspirational stories, parables and anecdotes.

A story of "two sisters--Miranda, the older, responsible one, always her younger sister's protector, [and] Lucia, the headstrong, unpredictable one, whose impulses are huge and often life changing. When their mother dies and Lucia starts hearing voices, it is Miranda who must find a way to reach her sister. But Lucia impetuously plows ahead, marrying a big-hearted, older man only to leave him

suddenly to have a baby with a young Latino immigrant. She moves her new family from the States to Ecuador and back again, but the bitter constant is that she is, in fact, mentally ill"-- "Tom is the David Ogilvy of cartooning." --Seth Godin, author of Purple Cow From the birth of social media to digital advertising to personal branding, marketing has transformed in the past 15 years. Capturing these quintessential moments in marketing is Marketoonist, a popular cartoon series from veteran marketer Tom Fishburne. Your Ad Ignored Here collects nearly 200 of these hilarious and depictions of modern marketing life on the 15th anniversary of the series. Fishburne began to doodle his observations in 2002 when working in the trenches of marketing. Initially intended for co-workers, they are now read by hundreds of thousands of marketers every week. The cartoons' popularity stem not only from their deft reflections on latest trends, but their witty summary of the shar experiences of marketing -- handling a PR crisis, giving creative feedback to an agency, or avoiding idea killers in innovation. Your Ad Ignored Here gives voice to the challenges and opportunities faced by people working in business everywhere. Readers regularly inquire if Fishburne is spying on them at work. Whether or not you work in marketing, these cartoons will make you laugh ... and think about our rapidly evolving world of work. Tom Fishburne started drawing cartoons on the backs of business cases as a student at Harvard Business School. Fishburne's cartoons have grown by word of mouth to reach hundreds of thousands of marketers every week and have been featured by The Wall Street Journal, Fast Company, and The New York Times. His cartoons have appeared on a billboard ad in Times Square, helped win a Guinness World Record, and turned up in a top-secret NSA presentation released by Edward Snowden. Fishburne draws (literally and figuratively) from 20 years in the marketing trenches in the US and Europe. He was Marketing VP at Method Products, Interim CMO at HotelTonight, and worked in brand management for Nestlé and General Mills. Fishburne developed web sites and digital campaigns for interactive agency iXL in the late 90s and started his marketing career selling advertising space for the first English-language magazine in Prague. In 2010, Fishburne expanded Marketoonist into a marketing agency focused on the unique medium of cartoons. Since 2010, Marketoonist has developed visual content marketing campaigns for businesses such as Google, IBM, Kronos, and LinkedIn. Fishburne is a frequent keynote speaker on marketing, innovation, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. Fishburne lives and draws near San Francisco with his wife and two daughters. All of his cartoons and observations are posted at marketoonist.com. Advance Praise for Your Ad Ignored Here "If marketing kept a diary, this would be it." --Ann Handley, Chief Content Officer of MarketingProfs "Laugh and learn at the same time. BTW, if you don't laugh, you're clueless, and the cartoon is about you." --Guy Kawasaki, Chief evangelist of Canva, Mercedes-Benz brand ambassador "Tom Fishburne has a knack for marketing humor (and truth) like no other." --Lee Odden, CEO, TopRank Marketing

"Any great piece of comedy is funny because its true. Well, no one has gathered marketing truths through painfully awkward insights and hilarious delivery the way Tom has." --Ron Tite, Author, Everyone's An Artist (Or At Least They Should Be) Most marketing and branding books fall into one of two camps: either they are about leaders or they assume that brands can be managed by process alone. The Pirate Inside is different. It forwards the idea that brands are about people, and Challenger Brands are driven by a certain kind of person in a certain kind of way. Challenger Brands don't rely on CEOs or founders, but on the people with organization whose personal qualities and approach to what they do make the difference between whether the brand turns to gold or falls to dust. In line with this thinking, The Pirate Inside forwards two key questions: what does it take to be the driver or guardian of a successful Challenger Brand, and what are the demands made by this on character and corporate culture? Building on his an Adam Morgan then explores the critical issue of whether big, multi-brand companies can create Challenger micro-climates within their companies, and the benefits that they might achieve by doing so.

Traditioned Innovation for Wilder Seas

Using Your Explorer, Artist, Judge, & Warrior to be More Creative

A Beautiful Question

An Inspiring True Story

A Beautiful Math

Do Muslim Women Need Saving?

Systems Biology

Luck is a four-letter-word in business circles. But the truth is that fortune plays a part in every success story – and every failure. In Go Luck Yourself, one of the world ' s leading brand strategists explains how a hunting trip led to the invention of VELCRO®. How a little mermaid inspired a famous campaign for Amazon. How a stolen rabbit spurred on Walt Disney.

And more importantly, how you can stack the odds in your brand ' s favour. Andy Nairn draws on everything from architecture to zoology, as well as almost 30 years working with some of the most successful companies on the planet, to provide a series of thought-provoking strategies that will help anyone responsible for building a brand. He ' ll show you how to uncover your organisation ' s hidden treasures. How to spot opportunities in unexpected places. How to turn misfortune into good fortune. And how to practise being lucky, every day. Written in a very accessible and entertaining style, this is the book you need to improve your brand ' s fortunes, in these turbulent times. Now Go Luck Yourself...

Two world-class writers reveal themselves to be the ultimate soccer fans in these collected letters Karl Ove Knausgaard is sitting at home in Skåne with his wife, four small children, and dog. He is watching soccer on TV and falls asleep in front of the set. He likes 0-0 draws, cigarettes, coffee, and Argentina. Fredrik Ekelund is away, in Brazil, where he plays soccer on the beach and watches matches with others. Ekelund loves games that end up 4-3 and teams that play beautiful soccer. He likes caipirinhas and Brazil. Home and Away is an unusual soccer book, in which the two authors use soccer and the World Cup in Brazil as the arena for reflections on life and death, art and politics, class and literature. What does it mean to be at home in a globalized world? This exchange of letters opens up new vistas and gives us stories from the lives of two creative writers. We get under their skin and gain insight into their relationships with modern times and soccer ' s place in their lives, the significance the game has for people in general, and the question Was this the best soccer championship ever?

Do Muslim Women Need Saving? is an indictment of a mindset that has justified all manner of foreign interference, including military invasion, in the name of rescuing women from Islam. It offers a detailed, moving portrait of the actual experiences of ordinary Muslim women, and of the contingencies with which they live.

A Beautiful ConstraintHow To Transform Your Limitations Into Advantages, and Why It's Everyone's BusinessJohn Wiley & Sons

Corporate Innovation

Finding Nature's Deep Design

A Beautiful Constraint

Everything Here is Beautiful

The Anomaly

Forms of Constraint

Mastering the Five Skills of Disruptive Innovators

In this fun and provocative page-turner, Michael Fanuele, one of the world ' s most successful marketing strategists, shares The Six Skills of Inspiration. With insights from music, politics, business, neuroscience, and a recipe for radishes, Stop Making Sense shares the creative blueprint that can unleash the inspiring leader in all of us. " If Bren é Brown and Simon Sinek had a book baby together, you ' re looking at it right now. Stop Making Sense is a new manual for learning true leadership. Fanuele ' s set of simple principles that changed my life over the last quarter century will change yours in a matter of hours. " —Andrew Zimmern, chef, author, teacher, host and producer of Travel Channel ' s Bizarre Foods " Michael Fanuele shows us how our passion and emotion will take us farther than our logic ever can. I can't convince you to read this book, but I guarantee you'll be inspired by doing so. " —Beth Comstock, author of Imagine It Forward and former vice chair, GE " This is the book we need now: a blueprint for leading with heart, passion, and imagination. Fanuele is such a fun and generous storyteller you almost don't realize that he ' s murdering so many small and cynical voices. " —Andrew Essex, Co-founder, Plan A, author of The End of Advertising, former CEO, Droga5 and Tribeca Enterprises " This funny, swearsy, energetic, challenging book will push you into a whole new way to find that compelling inspiration we ' d all secretly like 1000% more of. " —Adam Morgan, author of Eating The Big Fish and A Beautiful Constraint and founder, eatbigfish " The best magic bends your brain, and that ' s exactly what Michael Fanuele does in Stop Making Sense. With wit and insight, he dismisses the myth that we have to wait for inspiration to strike. He reveals the secrets that can make any of us a muse, dazzling audiences and getting the very best out of our teams, families, and most important, ourselves. " —David Kwong, magician, " The Enigmatist, " author of Spellbound, puzzle creator, and producer

EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead. It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of Challengers, has extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

Does the universe embody beautiful ideas? Artists as well as scientists throughout human history have pondered this " beautiful question. " With Nobel laureate Frank Wilczek as your guide, embark on a voyage of related discoveries, from Plato and Pythagoras up to the present. Wilczek ' s groundbreaking work in quantum physics was inspired by his intuition to look for a deeper order of beauty in nature. This is the deep logic of the universe—and it is no accident that it is also at the heart of what we find aesthetically pleasing and inspiring. Wilczek is hardly alone among great scientists in charting his course using beauty as his compass. As he reveals in A Beautiful Question, this has been the heart of scientific pursuit from Pythagoras and the ancient belief in the music of the spheres to Galileo, Newton, Maxwell, Einstein, and into the deep waters of twentieth-century physics. Wilczek brings us right to the edge of knowledge today, where the core insights of even the craziest quantum ideas apply principles we all understand. The equations for atoms and light are almost the same ones that govern musical instruments and sound; the subatomic particles that are responsible for most of our mass are determined by simple geometric symmetries. Gorgeously illustrated, A Beautiful Question is a mind-shifting book that braids the age-old quest for beauty and the age-old quest for truth into a thrilling synthesis. It is a dazzling and important work from one of our best thinkers, whose humor and infectious sense of wonder animate every page. Yes: The world is a work of art, and its deepest truths are ones we already feel, as if they were somehow written in our souls.

Table of contents

Beautiful Geometry

Stretch

The Business of Choice

How To Transform Your Limitations Into Advantages, and Why It's Everyone's Business

Cartoons from 15 Years of Marketing, Business, and Doodling in Meetings

The Lean Builder: A Builder's Guide to Applying Lean Tools in the Field

Home and Away

This book shares proven techniques for stimulating creativity and innovation.

An inspiring yet practical guide for transforming limitations into opportunities A Beautiful Constraint: How to Transform Your Limitations Into Advantages And Why It's Everyone's Business Now is a book about everyday, practical inventiveness, designed for the constrained times in which we live. It describes how to take the kinds of issues that all of us face today—lack of time, money, resources, attention, know-how—and see in them the opportunity for transformation of oneself and one's organization's fortunes. The ideas in the book are based on the authors' extensive work as business consultants, and are brought to life in 35 personal interviews from such varied sources as Nike, IKEA, Unilever, the U.S. Navy, Formula One racecar engineers, public school teachers in California, and barley farmers in South Africa. Underpinned by scientific research into the psychology of breakthrough, the book is a practical handbook full of tools and tips for how to make more from less. Beautifully designed and accessible, A Beautiful Constraint will appeal beyond its core business audience to anyone who needs to find the opportunity in constraint. The book takes the reader on a journey through the mindset, method and motivation required to move from the initial "victim" stage into the transformation stage. It challenges us to: Examine how we've become path dependent—stuck with routines that blind us from seeing opportunity along new paths Ask Propelling Questions to help us break free of those paths and put the most pressing and valuable constraints at the heart of our process Adopt a Can If mentality to answer these questions—focused on "how," not "if" Access the abundance to be found all around us to help transform constraints Activate the high-octane mix of emotions necessary to fuel the tenacity required for success We live in a world of seemingly ever-increasing constraints, driven as much by an overabundance of choices and connections as by a scarcity of time and resources. How we respond to these constraints is one of the most important issues of our time and will be a large determinant of our progress as people, businesses and planet, in the future. A Beautiful Constraint calls for a more widespread capability for constraint-driven problem solving and provides the framework to achieve that.

Traditioned innovation is a habit of being and living that cultivates a certain kind of moral imagination shaped by storytelling and expressed in creative, transformational action. Moral imagination is about character, which depends on ongoing formation that takes place in friendships and communities that embody traditions and that are sustained by institutions. There is no quick-fix or set of techniques that will create a mindset of traditioned innovation. But we do believe that you can learn to cultivate it by Becoming immersed in an imaginative engagement with the story of God told through Scripture Learning from exemplary institutions, communities, and people practicing traditioned innovation. Discovering new skills for integrating character formation and dense networks of friendships, communities and institutions into your leadership and life. Navigating the Future will explore stories and tips for cultivating traditioned innovation that will stimulate your thinking and inspire your imagination for more faithful and fruitful living along with the cultivation of more vibrant, life-giving institutions.

Effectiveness is the underlying theme for this introduction to disruptive innovation. The book tells the manager, or student, what they need to know in transforming the thinking in an organization to an innovative mindset in the twenty-first century. Corporate Innovation explains the four stages of the innovation process, and demonstrates how to improve skills in the innovation process, and unleash personal innovative abilities. This book also presents ways to assess the organization's attitudes toward innovation, providing insights into how to diagnose creative and innovative performance problems in the organization. Beginning with an overview of concepts involved with an innovative organization today, this book explores the fundamental aspects of the individual, the organization and the implementation. An I-Organization is a combination of: I-Skills developed within individuals I-Design thinking functions needed to shape innovation I-Teams that emerge from the HR perspective of structuring the appropriate climate I-Solution needed to provide a foundation for implementing any innovative ideas. Essential reading for students of corporate innovation, corporate ventures, corporate strategy, or human resources, this book also speaks to the specific needs of active managers charged with the expectation of enhancing the innovative prowess of their organization. Instructors' outlines, lecture slides, and a test bank round out the ancillary online resources for this title.

A Kick in the Seat of the Pants

The Art of Possibility

How Challenger Brands Can Compete Against Brand Leaders

From transformational grammar to constraint-based approaches. Third revised and extended edition

On Freedom

Information Theory, Inference and Learning Algorithms

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In The Innovator's DNA, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (The Innovator's Dilemma, The Innovator's Solution, How Will You Measure Your Life?) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, The Innovator's DNA is an essential resource for individuals and teams who want to strengthen their innovative prowess.

An imaginative, thought-provoking gift book to awaken your senses and attune them to the things that matter in your life. Welcome to the era of white noise. Our lives are in constant tether to phones, to email, and to social media. In this age of distraction, the ability to experience and be present is often lost: to think and to see and to listen. Enter Rob Walker's The Art of Noticing. This gorgeously illustrated volume will spark your creativity—and most importantly, help you see the world anew. Through a series of simple and playful exercises--131 of them--Walker maps ways for you to become a clearer thinker, a better listener, a more creative workplace colleague and finally, to rediscover your sense of passion and to notice what really matters to you.

Now is a bookabout everyday, practical inventiveness, designed for the constrained times in which we live. It describes how to take the kinds of issues that all of us face today lack of time, money, resources, attention, know-how and see in them the opportunity for transformation of one self and one's organization's fortunes.

A riveting debut novel set in contemporary Seoul, Korea, about four young women making their way in a world defined by impossible standards of beauty, after-hours room salons catering to wealthy men, ruthless social hierarchies, and K-pop mania “Powerful and provocative . . . a novel about female strength, spirit, resilience—and the solace that friendship can sometimes provide.”—The Washington Post NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Time • NPR • Esquire • Bustle • BBC • New York Post • InStyle Kyuri is an achingly beautiful woman with a hard-won job at a Seoul “room salon,” an exclusive underground bar where she

entertains businessmen while they drink. Though she prides herself on her cold, clear-eyed approach to life, an impulsive mistake threatens her livelihood. Kyuri's roommate, Miho, is a talented artist who grew up in an orphanage but won a scholarship to study art in New York. Returning to Korea after college, she finds herself in a precarious relationship with the heir to one of the country's biggest conglomerates. Down the hall in their building lives Ara, a hairstylist whose two preoccupations sustain her: an obsession with a boy-band pop star, and a best friend who is saving up for the extreme plastic surgery that she hopes will change her life. And Wanna, one floor below, is a newlywed trying to have a baby that she and her husband have no idea how they can afford to raise in Korea's brutal economy. Together, their stories tell a gripping tale at once unfamiliar and unmistakably universal, in which their tentative friendships may turn out to be the thing that ultimately saves them.

Algorithms from THE BOOK

131 Ways to Spark Creativity, Find Inspiration, and Discover Joy in the Everyday

Stop Making Sense

A Void

How to Transform Your Limitations Into Advantages, and Why It's Everyone's Business : [Summary].

How Human Instinct Influences Everyone's Decisions

Millions have seen the movie and thousands have read the book but few have fully appreciated the mathematics developed by John Nash's beautiful mind. Today Nash's beautiful math has become a universal language for research in the social sciences and has infiltrated the realms of evolutionary biology, neuroscience, and even quantum physics. John Nash won the 1994 Nobel Prize in economics published in the 1950s on a new branch of mathematics known as game theory. At the time of Nash's early work, game theory was briefly popular among some mathematicians and Cold War analysts. But it remained obscure until the 1970s when evolutionary biologists began applying it to their work. In the 1980s economists began to embrace game theory. Since then it has found an ever-expanding audience among a wide range of scientific disciplines. Today neuroscientists peer into game players' brains, anthropologists play games with people from primitive cultures, biologists use games to explain the evolution of human language, and mathematicians exploit games to better understand social networks. A common thread connecting much of this research is its relevance to the ancient quest for a Code of Nature, in the spirit of the fictional science of psychohistory described in the famous Foundation novels by the late Isaac Asimov. In A Beautiful Math, acclaimed science writer Tom Siegfried describes how game theory links the life sciences, social sciences, and physical sciences in a way that may bring Asimov's dream closer to reality.

Wall Street Journal Bestseller A groundbreaking approach to succeeding in business and life, using the science of resourcefulness. We often think the key to success and satisfaction is to get more: more money, time, and possessions; bigger budgets, job titles, and teams; and additional resources for our professional and personal goals. It turns out we're wrong. Using captivating stories to illustrate effective resourcefulness, Scott Sonenshein, author of The Power of Less, shows how to succeed in business and life by managing what we have. In this new book, Rice University professor Scott Sonenshein examines why some people and organizations succeed with so little, while others fail with so much. People and organizations approach resources in two different ways: "chasing" and "stretching." When chasing, we exhaust ourselves in the pursuit of more. When stretching, we embrace the resources we already have. This frees us to find creative solutions, solve problems, innovate, and engage our work and lives more fully. Stretch shows why everyone—from executives to entrepreneurs, professionals to parents, athletes to artists—performs better with constraints: why seeking too many resources undermines our work and well-being; and why even those with a lot benefit from making the most out of a little. Drawing from examples in business and life, Scott Sonenshein advocates a powerful framework of resourcefulness that allows anybody to work and live better.