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KEY=QUESTIONS - HESTER MCCARTY

THE SCRIBE METHOD

THE BEST WAY TO WRITE AND PUBLISH YOUR NON-FICTION BOOK

Lioncrest Publishing Ready to write your book? So why haven't you done it yet? If you're like most nonfiction authors, fears are holding you back. Sound familiar? Is my idea good enough? How do I structure a book? What exactly are the steps to write it? How do I stay motivated? What if I actually finish it, and it's bad? Worst of all: what if I publish it, and no one cares? How do I know if I'm even doing the right things? The truth is, writing a book can be scary and overwhelming—but it doesn't have to be. There's a way to know you're on the right path and taking the right steps. How? By using a method that's been validated with thousands of other Authors just like you. In fact, it's the same exact process used to produce dozens of big bestsellers—including David Goggins's *Can't Hurt Me*, Tiffany Haddish's *The Last Black Unicorn*, and Joey Coleman's *Never Lose a Customer Again*. The Scribe Method is the tested and proven process that will help you navigate the entire book-writing process from start to finish—the right way. Written by 4x New York Times Bestselling Author Tucker Max and publishing expert Zach Obront, you'll learn the step-by-step method that has helped over 1,500 authors write and publish their books. Now a Wall Street Journal Bestseller itself, *The Scribe Method* is specifically designed for business leaders, personal development gurus, entrepreneurs, and any expert in their field who has accumulated years of hard-won knowledge and wants to put it out into the world. Forget the rest of the books written by pretenders. This is the ultimate resource for anyone who wants to professionally write a great nonfiction book.

BEVELATIONS

LESSONS FROM A MUTHA, AUNTIE, BESTIE

Andy Cohen Books "Bevy knows what's what, and she is the kind of woman you want in your corner. If you don't believe me . . . buy the book." —Whoopi Goldberg "Funny, wise, well-experienced, empathetic, colorful—Bevy brings the spirit of humanity wherever she goes." —Pharrell Williams From the host of the fabulous and popular show *Bevelations* on SiriusXM's Radio Andy channel, Bevy Smith's irreverent and inspiring memoir about learning to live a big, authentic, and unapologetic life—and how you can, too Bevy Smith was living what seemed like a glamorous dream as a fashion advertising executive, blazing a lucrative career for herself in the whitewashed magazine world. She jetsetted to Europe for fashion shows, dined and danced at every hot spot, and enjoyed a mighty roster of lovers. So it came as quite a shock to Bevy when one day, after arriving at her luxury hotel in Milan, she collapsed on the Frette bedsheets and sobbed. Years of rolling with the in-crowd had taken its toll. Her satisfaction with work and life had hit rock bottom. But Bevy could not be defeated, and within minutes (okay, days) she grabbed a notepad and started realizing a truer path—one built on self-reflection and, ultimately, clarity. She figured out how to redirect her life toward meaningful creativity and freedom. In her signature lively and infectious voice (there's no one like Bevy!), *Bevelations* candidly shares how she reclaimed her life's course and shows how we too can manifest our most bodacious dreams. From repossessing her bold childhood nature to becoming her own brand to envisioning her life's next great destination (which will feature natural hair, important charitable giving, and a midcentury house overlooking the Pacific Ocean), Bevy invites readers along on the route of her personal transformation to reveal how each of us can live our best lives with honesty, joy, and, when we're in the mood, a killer pair of shoes.

RIP THE RESUME: JOB SEARCH & INTERVIEW POWER PREP

Peterson's Infused with real-life examples, self-analysis exercises, and advice from an industry professional, *Rip the Resume* is more than a "how to write a better resume" book; it's a proven system designed to challenge job seekers to take complete control and responsibility during a job search. Follow a ground-breaking roadmap on your journey to becoming the candidate that employers are seeking—whether you are a millennial looking to launch an exciting and fulfilling career or an experienced individual exploring greater career opportunities. *Rip the Resume* provides the tools you need to transform yourself into the candidate that employers are searching for: Cutting-edge guidance for job

seekers in any field Vital resume deconstruction techniques to highlight important areas and downplay others to render a stronger document Winning conversation strategies to make a lasting impression during the interview Practical advice for using social media wisely, both in the job search and in building your personal brand. Rip the Resume is based on best practices and concepts that strengthen ANY job search.

THE CAREER TOOLKIT: ESSENTIAL SKILLS FOR SUCCESS THAT NO ONE TAUGHT YOU

Cognosco Media LLC Networking, negotiating, communicating, leading, career planning--all skills critical to your career success. But did anyone ever teach you these skills? The Career Toolkit will help you master these vital skills and yield outsized returns for your career and your income. Every chapter is packed with dozens of actionable principles, exercises, and practices that will accelerate your success. It's a multivitamin for your career! The Career Toolkit shows you how to design and execute your personal plan to achieve the career you deserve, including: Negotiating a job offer. (This alone will pay for the book.) Creating a dynamic career strategy. Building a high-value network. Developing the fundamental leadership skills that matter most. Managing teams effectively, even as an individual contributor.

SINGLE GIRL PROBLEMS

WHY BEING SINGLE ISN'T A PROBLEM TO BE SOLVED

Dundurn Single women are more prominent in society than ever before, so why is being unattached and female still treated like a problem that needs to be solved with marriage? Single Girl Problems looks to change the narrative on what it means to be a single woman in the twenty-first century.

STRATEGIC PLANNING FOR PUBLIC RELATIONS

Routledge This innovative and popular text provides a clear pathway to developing public relations campaigns and other types of strategic communication. Implementing the pragmatic, in-depth approach of the previous editions, author Ronald D. Smith presents a step-by-step unfolding of the strategic campaign process used in public relations practice. Drawing from his experience in professional practice and in the classroom, Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process. Offering clear explanations, relevant examples, and practical exercises, this text identifies and discusses the decision points and options in the development of a communication program. The cases and examples included here explore classic real-world public relations situations as well as current, timely events. This fourth edition highlights the results of new research studies on opinions and practices within the discipline, and adds overviews of several award-winning public relations campaigns. As a classroom text or a resource for professional practice, this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning. It serves as an accessible and understandable guide to field-tested procedures, offering practical insights that apply to public relations campaigns and case studies coursework.

HOWARD STERN COMES AGAIN

Simon and Schuster Rock stars and rap gods. Comedy legends and A-list actors. Supermodels and centerfolds. Moguls and mobsters. A president. Over his unrivaled four-decade career in radio, Howard Stern has interviewed thousands of personalities—discussing sex, relationships, money, fame, spirituality, and success with the boldest of bold-faced names. But which interviews are his favorites? It's one of the questions he gets asked most frequently. Howard Stern Comes Again delivers his answer. This book is a feast of conversation and more, as between the lines Stern offers his definitive autobiography—a magnum opus of confession and personal exploration. Tracy Morgan opens up about his near-fatal car crash. Lady Gaga divulges her history with cocaine. Madonna reminisces on her relationship with Tupac Shakur. Bill Murray waxes philosophical on the purpose of life. Jerry Seinfeld offers a master class on comedy. Harvey Weinstein denies the existence of the so-called casting couch. An impressive array of creative visionaries weigh in on what Stern calls “the climb”—the stories of how they struggled and eventually prevailed. As he writes in the introduction, “If you’re having trouble finding motivation in life and you’re looking for that extra kick in the ass, you will find it in these pages.” Interspersed throughout are rare selections from the Howard Stern Show archives with Donald Trump that depict his own climb: transforming from Manhattan tabloid fixture to reality TV star to president of the United States. Stern also tells of his Moby Dick-like quest to land an interview with Hillary Clinton in the run-up to the 2016 election—one of many newly written revelations from the author. He speaks with extraordinary candor about a variety of subjects, including his overwhelming insecurity early in his career, his revolutionary move from terrestrial radio to SiriusXM, and his belief in the power of psychotherapy. As Stern insightfully notes in the introduction: “The interviews collected here represent my best work and show my personal evolution. But they don’t just show my evolution. Gathered together like this, they show the evolution of popular culture over the past quarter century.”

BILLBOARD

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

SELLING POWER

PRACTICAL COMPUTING

FROM STRENGTH TO STRENGTH

FINDING SUCCESS, HAPPINESS, AND DEEP PURPOSE IN THE SECOND HALF OF LIFE

Penguin The roadmap for finding purpose, meaning, and success as we age, from bestselling author, Harvard professor, and the Atlantic's happiness columnist Arthur Brooks. Many of us assume that the more successful we are, the less susceptible we become to the sense of professional and social irrelevance that often accompanies aging. But the truth is, the greater our achievements and our attachment to them, the more we notice our decline, and the more painful it is when it occurs. What can we do, starting now, to make our older years a time of happiness, purpose, and yes, success? At the height of his career at the age of 50, Arthur Brooks embarked on a seven-year journey to discover how to transform his future from one of disappointment over waning abilities into an opportunity for progress. From Strength to Strength is the result, a practical roadmap for the rest of your life. Drawing on social science, philosophy, biography, theology, and eastern wisdom, as well as dozens of interviews with everyday men and women, Brooks shows us that true life success is well within our reach. By refocusing on certain priorities and habits that anyone can learn, such as deep wisdom, detachment from empty rewards, connection and service to others, and spiritual progress, we can set ourselves up for increased happiness. Read this book and you, too, can go from strength to strength.

THE XM-SIRIUS MERGER

MONOPOLY OR COMPETITION FROM NEW TECHNOLOGIES : HEARING BEFORE THE SUBCOMMITTEE ON ANTITRUST, COMPETITION POLICY AND CONSUMER RIGHTS OF THE COMMITTEE ON THE JUDICIARY, UNITED STATES SENATE, ONE HUNDRED TENTH CONGRESS, FIRST SESSION, MARCH 20, 2007

REFERENCE AND INFORMATION SERVICES

AN INTRODUCTION

American Library Association Search skills of today bear little resemblance to searches through print publications. Reference service has become much more complex than in the past, and is in a constant state of flux. Learning the skill sets of a worthy reference librarian can be challenging, unending, rewarding, and-- yes, fun.

PC WORLD

SUPER YOU

HOW TECHNOLOGY IS REVOLUTIONIZING WHAT IT MEANS TO BE HUMAN

Que Publishing Rewind Your Biology and Live Like a 20-Year-Old! Edit Your Genes to Live Disease-Free! Find a Parking Space with Your Internet-Connected Brain! Advances in longevity, genetics, nanotech, and robotics will make all this possible! This is not science fiction. This is your future. Right now, pioneering scientists and technologists are transforming what it means to be human by overcoming biological limits that have existed since our ancestors swung out of the trees...and into the suburbs. With incredible inspiration and perseverance, these visionaries are solving deep problems of human health and longevity—and their progress is accelerating. Super You takes you inside their labs, companies, and minds...to show how you can reap the benefits of a stronger, longer, better, life. You'll learn how to start hacking your life today, to become more super, every day. Discover what's possible when yesterday's human limits are gone! Learn how evolution became obsolete—and why it's time to start hacking yourself Save your life with whirring "jet engine" hearts, printed organs, and other medical miracles Rewire and turbo-boost your ape brain Become a mega-mind by connecting your brain directly to the Internet to use Google's synthetic neocortex Become superhuman with cyborg technology Design and mold your looks Genetically engineer your baby to be a tennis star (and other true stories) Prepare for the political and religious backlash against the future Discover how scientists will make death obsolete by treating it like a curable disease—and how to live until they do

THE TWELVE TRIBES OF HATTIE (OPRAH'S BOOK CLUB 2.0 DIGITAL EDITION)

Vintage The newest Oprah's Book Club 2.0 selection: this special eBook edition of The Twelve Tribes of Hattie by Ayana Mathis features exclusive content, including Oprah's personal notes highlighted within the text, and a reading group guide. The arrival of a major new voice in contemporary fiction. A debut of extraordinary distinction: Ayana Mathis tells the story of the children of the Great Migration through the trials of one unforgettable family. In 1923, fifteen-year-old Hattie Shepherd flees Georgia and settles in Philadelphia, hoping for a chance at a better life. Instead, she marries a man who will bring her nothing but disappointment and watches helplessly as her firstborn twins succumb to an illness a few pennies could have prevented. Hattie gives birth to nine more children whom she raises with grit and mettle and not an ounce of the tenderness they crave. She vows to prepare them for the calamitous difficulty they are sure to face in their later lives, to meet a world that will not love them, a world that will not be kind. Captured here in twelve luminous narrative threads, their lives tell the story of a mother's monumental courage and the journey of a nation. Beautiful and devastating, Ayana Mathis's The Twelve Tribes of Hattie is wondrous from first to last—glorious, harrowing, unexpectedly uplifting, and blazing with life. An emotionally transfixing page-turner, a searing portrait of striving in the face of insurmountable adversity, an indelible encounter with the resilience of the human spirit and the

driving force of the American dream.

READING AND VOCABULARY FOCUS 4

Cengage Learning National Geographic Reading and Vocabulary Focus is an all-new, four-level reading series that provides the essential reading skills and vocabulary development for maximum academic readiness. Readings grounded in rich National Geographic content tap into learners' curiosity about the world, naturally encouraging inquiry and opportunities to synthesize information. - A comprehensive, three-part vocabulary development program builds student confidence as learners encounter new or unfamiliar words in academic texts: - Academic Vocabulary sections develop the language that students will encounter in academic readings. - Multiword Vocabulary sections identify words that are commonly grouped together and then prompt learners to work with them in different contexts for enhanced comprehension. - Topic Vocabulary is presented as a reading preview strategy to enhance learner comprehension of the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

ENGLISH MECHANIC AND WORLD OF SCIENCE

ENGLISH MECHANIC AND MIRROR OF SCIENCE AND ART

PEOPLE MANAGEMENT

NUMBERSENSE: HOW TO USE BIG DATA TO YOUR ADVANTAGE

McGraw Hill Professional How to make simple sense of complex statistics--from the author of Numbers Rule Your World We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not. Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data. The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations. In Numbersense, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data "experts"--and when you should say, "Wait . . . what?" He delves deeply into a wide range of topics, offering the answers to important questions, such as: How does the college ranking system really work? Can an obesity measure solve America's biggest healthcare crisis? Should you trust current unemployment data issued by the government? How do you improve your fantasy sports team? Should you worry about businesses that track your data? Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there. Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes off in your head when something just doesn't seem to add up. Praise for Numbersense "Numbersense correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned—in short, a great way to acquire your own sense of numbers!" Thomas H. Davenport, coauthor of Competing on Analytics and President's Distinguished Professor of IT and Management, Babson College "Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now." Avinash Kaushik, Digital Marketing Evangelist, Google, and author, Web Analytics 2.0 "Each story in Numbersense goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning." John Sall, Executive Vice President, SAS Institute "Kaiser Fung breaks the bad news—a ton more data is no panacea—but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need Numbersense." Eric Siegel, founder, Predictive Analytics World, and author, Predictive Analytics "I laughed my way through this superb-useful-fun book and learned and relearned a lot. Highly recommended!" Tom Peters, author of In Search of Excellence

INNOVATION EQUITY

ASSESSING AND MANAGING THE MONETARY VALUE OF NEW PRODUCTS AND SERVICES

University of Chicago Press From drones to wearable technology to Hyperloop pods that can potentially travel more than seven hundred miles per hour, we're fascinated with new products and technologies that seem to come straight out of science fiction. But, innovations are not only fascinating, they're polarizing, as, all too quickly, skepticism regarding their commercial viability starts to creep in. And while fortunes depend on people's ability to properly assess their prospects for success, no one can really agree on how to do it, especially for truly radical new products and services. In Innovation Equity, Elie Ofek, Eitan Muller, and Barak Libai analyze how a vast array of past innovations performed in the marketplace—from their launch to the moment they became everyday products to the phase where consumers moved on to the "next big thing." They identify key patterns in how consumers adopt innovations and integrate these with marketing scholarship on how companies manage their customer base by attracting new customers, keeping current customers satisfied, and preventing customers from switching to competitors' products and services. In doing so, the authors produce concrete models that powerfully predict how the marketplace will

respond to innovations, providing a much more authoritative way to estimate their potential monetary value, as well as a framework for making it possible to achieve that value.

ENGLISH MECHANICS AND THE WORLD OF SCIENCE

COSMOLOGICAL ICE AGES

Trafford Publishing I plotted our suns course through space to discover that our sun was born in the constellation Orion. After the planets were formed Earth was covered with a five-mile-thick coating of ice one billion years. We eventually drifted near the Sirius multiple star system and little Sirius B (1.5 solar masses) grabbed hold of our sun putting it in orbit around Sirius A. During the rein of the dinosaurs the atmospheric pressure was around 30 pounds per square inch. Now it is 14.5 pounds per square inch. Before our sun was captured by the Sirius system earth had an atmosphere of 750 pounds per square inch. Such an atmosphere extended 2,500 miles above the planet. There was no way sunlight could thaw out mile-deep ice over the oceans. It took the power of a white dwarf to get life started. Our sun does not have enough power to keep us out of the ice ages otherwise we wouldnt have them! Cosmological Ice Ages Solved: the greatest mysteries of all time! Where was our sun born? What took Earth out of a billion year ice age? What made all the coal, oil and limestone? How did Earth get a 20.8% oxygen atmosphere? Where did the energy come from to make all the coal, oil and limestone? Who, what, when and why was the moon brought into orbit around Earth? By Henry Kroll 384 pages 8.5 by 11; quality trade paperback (soft cover); Catalog #08-0164; ISBN 1-4251-7062-5; US\$31.35, C\$31.35, EUR21.42, 16.19 About the Book I plotted our suns course through space to discover that our sun was born in the constellation Orion. After the planets were formed Earth was covered with a five-mile-thick coating of ice one billion years with an atmospheric pressure of over 750-pounds per square inch. Sunlight could not penetrate such an atmosphere extending 2,500-miles above the planet. We eventually drifted near the Sirius multiple star-system. Little Sirius B (1.5 solar masses) grabbed hold of our sun putting it in orbit around Sirius A. Earth has lost 98% of its atmosphere (AKA radiation shield). Our sun does not have enough power to keep us out of the ice ages. The additional light and heat from Sirius star system that melted the ice caps and got life started in the oceans. Over time the 750 PSI carbon dioxide atmosphere was laid down as coal, oil and limestone using photosynthesis and light from Sirius A and B. Dinosaurs couldnt live in todays atmosphere because their lungs were too small. 65-million years ago the atmosphere was 30 to 60 PSI. Earth has lost 98% of its atmosphere. It is now 14.5 pounds per square inch. We have a limited time to get our act together and get off the planet to seed life in other biospheres. www.GuardDogBooks.com Wholesale orders (20 or more): www.Trafford.com www.AlaskaPublishing.com Also: www.Amazon.com www.AmazonUK.com www.Barns&Noble.com www.GuardDogBooks.com www.AlaskaPublishin.com

THE WEEKLY REVIEW

ENSURING ARTISTS FAIR COMPENSATION

UPDATING THE PERFORMANCE RIGHT AND PLATFORM PARITY FOR THE 21ST CENTURY : HEARING BEFORE THE SUBCOMMITTEE ON COURTS, THE INTERNET, AND INTELLECTUAL PROPERTY OF THE COMMITTEE ON THE JUDICIARY, HOUSE OF REPRESENTATIVES, ONE HUNDRED TENTH CONGRESS, FIRST SESSION, JULY 31, 2007

ENGLISH MECHANIC AND WORLD OF SCIENCE

WITH WHICH ARE INCORPORATED "THE MECHANIC", "SCIENTIFIC OPINION," AND THE "BRITISH AND FOREIGN MECHANIC."

71 BRILLIANT SALARY NEGOTIATION EMAIL SAMPLES

Written by bestselling author and salary negotiation expert, Lewis C. Lin, 71 Brilliant Salary Negotiation Email Samples reveals how you can get the salary you deserve with easy-to-use email samples and phone scripts. It covers important negotiation scenarios including: Raises Base salaries Bonuses Stock options Early review More vacation time Flexible hours Relocation assistance Tuition reimbursement Severance package Visa sponsorship Unlike other negotiation books, you will never be left guessing how to apply a negotiation theory or principle. The book tells how to phrase your negotiation request, including the exact words to use. With these email samples, you'll gain the peace of mind that your salary negotiation request will come across as professional and courteous, while getting the results you want. Special BONUS include: The magical ONE MINUTE salary negotiation script Frequently asked questions about the negotiation process, including common mistakes and SECRET tactics Six bonus email and phone scripts for RECRUITERS and HIRING MANAGERS to close candidates

SPIN® -SELLING

Routledge True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical

techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

ALIEN INTERVIEW

Lulu.com The content of this book is the letter, Top Secret interview transcripts and personal notes received from the late Matilda O'Donnell MacElroy, an Army Air Force nurse who stationed at the Roswell Army Air Field 509th Bomb Group. Her letter asserts that this material is based on a series of interviews she conducted with an extraterrestrial being as part of her official duty as a nurse in the U.S. Army Air Force. During July and August she interviewed a saucer pilot who crashed near Roswell, New Mexico on July 8th, 1947. The being identified itself as an officer, pilot and engineer of The Domain Expeditionary Force, a race of beings who are using the asteroid belt in our solar system as a intergalactic base of operations.

THE LITTLE WHITE HORSE

Lion Fiction 'The Little White Horse was my favourite childhood book. I absolutely adored it. It had a cracking plot. It was scary and romantic in parts and had a feisty heroine.' - JK Rowling - The Bookseller In 1842, thirteen-year-old orphan Maria Merryweather travels to her family's ancestral home, Moonacre Manor, to live with her uncle Sir Benjamin. She immediately feels right at home with her kind and funny uncle and meets a wonderful set of new friends – but she quickly learns that beneath all this beauty and comfort, a past feud haunts Moonacre Manor and it's her destiny to right the wrongs of her ancestors and restore the peace to Moonacre Valley. A beautifully written fantasy story filled with magic, a Moon Princess, and a mysterious white horse. Little White Horse and the delightful heroine, Maria Merryweather, are sure to be loved by all children.

THE TROUBLE WITH PASSION

HOW SEARCHING FOR FULFILLMENT AT WORK FOSTERS INEQUALITY

Univ of California Press Probing the ominous side of career advice to "follow your passion," this data-driven study explains how the passion principle fails us and perpetuates inequality by class, gender, and race; and it suggests how we can reconfigure our relationships to paid work. "Follow your passion" is a popular mantra for career decision-making in the United States. Passion-seeking seems like a promising path for avoiding the potential drudgery of a life of paid work, but this "passion principle"—seductive as it is—does not universally translate. The Trouble with Passion reveals the significant downside of the passion principle: the concept helps culturally legitimize and reproduce an exploited, overworked white-collar labor force and broadly serves to reinforce class, race, and gender segregation and inequality. Grounding her investigation in the paradoxical tensions between capitalism's demand for ideal workers and our cultural expectations for self-expression, sociologist Erin A. Cech draws on interviews that follow students from college into the workforce, surveys of US workers, and experimental data to explain why the passion principle is such an attractive, if deceptive, career decision-making mantra, particularly for the college educated. Passion-seeking presumes middle-class safety nets and springboards and penalizes first-generation and working-class young adults who seek passion without them. The ripple effects of this mantra undermine the promise of college as a tool for social and economic mobility. The passion principle also feeds into a culture of overwork, encouraging white-collar workers to tolerate precarious employment and gladly sacrifice time, money, and leisure for work they are passionate about. And potential employers covet, but won't compensate, passion among job applicants. This book asks, What does it take to center passion in career decisions? Who gets ahead and who gets left behind by passion-seeking? The Trouble with Passion calls for citizens, educators, college administrators, and industry leaders to reconsider how we think about good jobs and, by extension, good lives.

TUNNELS

Chicken House Fourteen-year-old Will doesn't think he has much in common with his family. Nothing, that is, except a strange passion for digging which he shares with his father. But one day, Will's dad mysteriously vanishes down a tunnel - part of London's vast, labyrinthine underground system. With his friend Chester, Will decides to investigate. But soon the boys find themselves deep in darkness, unearthing a terrifying secret which may cost them their lives... This riveting bestseller oozes the mysterious fascination of the underground and all its hideous possibilities. Creepy, tantalising and original, it's full of thrills to keep you burrowing in!

BILLBOARD

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

SMALLER SISTER

A debut middle grade graphic novel about body image, confidence, and the everlasting bond of sisterhood. Lucy's always looked up to her big sister, Olivia, even though the two are polar opposites. But then, Lucy notices Olivia start to change. She doesn't want to play with Lucy anymore, she's unhappy with the way she looks, and she's refusing to eat her dinner. Finally, Lucy discovers that her sister is not just growing up: Olivia is struggling with an eating disorder. While her family is focused on her sister's recovery, Lucy is left alone to navigate school and friendships. And

just like her big sister, she begins to shrink. But with time, work, and a dose of self-love, both sisters begin to heal and let themselves grow. Soon enough, Olivia and Lucy find their way back to each other—because sisters are the one friend you can never ditch.

MANAGING UP

HOW TO MOVE UP, WIN AT WORK, AND SUCCEED WITH ANY TYPE OF BOSS

John Wiley & Sons Build vital connections to accelerate your career success Managing Up is your guide to the most valuable 'soft skill' your career has ever seen. It's not about sucking up or brown-nosing; it's about figuring out who you are, who your boss is, and finding where you meet. It's about building real relationships with people who have influence over your career. Managing up is good for you, good for your boss, and good for the organization as a whole. This book gives you strategies for developing these all-important connections and building more than rapport; you become able to quickly assess situations, and determine which actions will move you forward; you become your own talent manager, and your boss's top choice for that new opportunity. As a skill, managing up can do more for your career than simply 'networking' ever could—and this book shows you how. Real-world strategies give you a set of actionable steps, supplemented by expert advice from a top leadership consultant that helps you get on track to advancement. It's never too early or too late to start adjusting your alignment, and this book provides the help you need to start accelerating your trajectory. Develop robust relationships with influential people Enhance your self-awareness and become more adaptable Gain new opportunities and accelerate your career Stop 'schmoozing' and develop true, lasting connections Managing up helps you build the sort of relationships that foster more communication, collaboration, cooperation, and understanding between people at different levels of power, with a variety of perspectives and skills. This type of bridge-building builds your reputation for effectiveness and fit, so you can start skipping rungs on the ladder as you build a strong, successful career. Managing Up is your personal manual for building this vital skill so you can begin building your best future.

INTERVIEW MATH

OVER 60 PROBLEMS AND SOLUTIONS FOR QUANT CASE INTERVIEW QUESTIONS

PROVOKE

HOW LEADERS SHAPE THE FUTURE BY OVERCOMING FATAL HUMAN FLAWS

John Wiley & Sons Explore a new and effective method for seizing opportunity in the face of uncertainty In Provoke: How Leaders Shape the Future by Overcoming Fatal Human Flaws, renowned strategy consultants and best-selling authors Geoff Tuff and Steven Goldbach deliver an insightful exploration of how people tend to act tentatively in the face of uncertainty and provide the tools we need to do things differently. Tuff and Goldbach offer up a compelling argument for the proposition that taking a "wait and see" approach is the exact opposite of what helps visionary leaders change the world. Drawing on principles from business and behavioral economics, the book shows readers from all walks of life how to provoke action as a mechanism to advance. In this book you'll discover: An overview of the assortment of cognitive biases which tend to restrain and distort leadership decision making in the face of uncertainty How to recognize the 'phase change' that occurs when an uncertainty resolves from being a question of "if" to being a matter of "when" Five different models of provocation which can be used alone or in combination to anticipate, drive through and exit that phase change in a way that creates the future you desire How true "provocateurs" shake the foundations of their industries, firms, sectors, and governments by overcoming their need for certainty before action Perfect for leaders or aspiring leaders in all walks of life where uncertainty abounds—which is to say, almost everywhere —Provoke will become your go-to guide to overcoming those natural human instincts that keep us frozen in place and prevent us from seizing our opportunities.

THE MAMMOTH BOOK OF UNEXPLAINED PHENOMENA

FROM BIZARRE BIOLOGY TO INEXPLICABLE ASTRONOMY

Robinson New mysteries, as well as variations on recurring ones, continue to surface on a weekly basis around the globe, from showers of frogs over Hungary to birds falling to earth in Arkansas. This compendious round-up of unexplained phenomena examines everything from the experiments being done with the Large Hadron Collider to classic maritime mysteries involving inexplicably missing crews, via UFOs, mediums, cryptozoology, panics, paranoia and a universe proving stranger in fact than we'd imagined.

HOW TO GET BOOKED ON OPRAH, IN O MAGAZINE, AND ON OPRAH'S FAVORITE THINGS

Lulu.com Want to get booked as a guest on the Oprah Winfrey Show or appear in O Magazine? Want to get your product chosen as one of Oprah's Favorite Things? Now you can! My name is Jordan McAuley, the Founder of Contact Any Celebrity (www.ContactAnyCelebrity.com). As part of my Celebrity Leverage Secrets (www.CelebrityLeverage.com) program, I recently interviewed top media trainer and publicity coach Susan Harrow about how to get booked on Oprah, appear in O Magazine, and have your product selected as one of Oprah's favorite things. The tips Susan reveals in this interview will work for any talk show. So even if you don't think you can get booked on Oprah, they'll also work for Ellen, The View, Tyra, Martha, and more! Susan reveals everything you need to know about how to successfully get

booked on Oprah in this revealing, unedited, no-holds-barred interview including: * The one thing you **MUST DO** if you want to get on Oprah * Exactly what steps you need to take to get on Oprah * Why the Oprah Winfrey Show is very different than other media * What makes an effective Oprah show guest * The #1 thing Oprah producers look for when booking guests * What Oprah likes - and does **NOT** like - to cover on her show * How to understand what Oprah's producers are looking for * The one thing you should **NEVER** do when speaking to an Oprah producer * Oprah's 4 hot buttons that peak her interest * How to find out exactly what show topics producers are working on * How to create a compelling angle for your product or story * How to get an Oprah producer to replace a previously booked guest with you * How to get in O Magazine and why it's different than the show * How to media train yourself at home * How to create interesting sound bites and talking points producers look for * What you **MUST** do when an Oprah producer calls * The best way to pitch yourself to Oprah producers * How to tailor your pitch to get the attention of an Oprah producer * How to be more visible and stand out over other Oprah guests * How to get valuable feedback from an Oprah producer * What happens behind the scenes when you get on Oprah * How to make the best of your appearance on Oprah * How to get your product selected for Oprah's Favorite Things * How to get invited back again and again

About the Authors: Jordan McAuley is the Founder and President of Contact Any Celebrity (www.ContactAnyCelebrity.com) located in W. Hollywood, California, a service that helps businesses, nonprofits, authors, and the media get in touch with over 54,000 celebrities worldwide. Jordan and his services have been featured on CNN and by such national media as USA Today, Us Weekly, Entrepreneur, The Village Voice, and Sirius Satellite Radio. He is also recommended in several bestselling books including Timothy Ferris' instant New York Times best-seller "The 4-Hour Workweek," Dan Kennedy's "The Ultimate Marketing Plan," Dan Poynter's "Self-Publishing Manual" and John Kremer's "1001 Ways to Market Your Books" (which includes a chapter by Jordan on how to get celebrity book endorsements). Susan Harrow (www.OprahPRSecrets.com) is a top marketing strategist and media coach who works extensively with Fortune 500 CEOs, executives, successful entrepreneurs, and best-selling authors. She's the author of, "Sell Yourself Without Selling Your Soul: A Woman's Guide to Promoting Herself, Her Business, or Her Cause with Integrity & Spirit" (HarperCollins). She's also author of "The Ultimate Guide to Getting Booked on Oprah," and the upcoming "How You Can Get a 6-Figure Book Advance."