

## The Big Pivot Radically Practical Strategies For A Hotter Scarcer And More Open World

Radical Candor is the sweet spot between managers who are obnoxiously aggressive on the one side and ruinously empathetic on the other. It is about providing guidance, which involves a mix of praise as well as criticism, delivered to produce better results and help employees develop their skills and boundaries of success. Great bosses have a strong relationship with their employees, and Kim Scott Malone has identified three simple principles for building better relationships with your employees: make it personal, get stuff done, and understand why it matters. Radical Candor offers a guide to those bewildered or exhausted by management, written for bosses and those who manage bosses. Drawing on years of first-hand experience, and distilled clearly to give actionable lessons to the reader, Radical Candor shows how to be successful while retaining your integrity and humanity. Radical Candor is the perfect handbook for those who are looking to find meaning in their job and create an environment where people both love their work, their colleagues and are motivated to strive to ever greater success.

A raw and funny memoir about sex, dating, and relationships in the digital age, intertwined with a brilliant investigation into the challenges to love and intimacy wrought by dating apps, by firebrand New York Times–bestselling author Nancy Jo Sales At forty-nine, famed Vanity Fair writer Nancy Jo Sales was nursing a broken heart and wondering, “How did I wind up alone?” On the advice of a young friend, she downloaded Tinder, then a brand-new dating app. What followed was a raucous ride through the world of online dating. Sales, an award-winning

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journalist and single mom, became a leading critic of the online dating industry, reporting and writing articles and making her directorial debut with the HBO documentary *Swiped: Hooking Up in the Digital Age*. Meanwhile, she was dating a series of younger men, eventually falling in love with a man less than half her age. *Nothing Personal* is Sales's memoir of coming-of-middle-age in the midst of a new dating revolution. She is unsparingly honest about her own experience of addiction to dating apps and hilarious in her musings about dick pics, sexting, dating FOMO, and more. Does Big Dating really want us to find love, she asks, or just keep on using its apps? Fiercely feminist, *Nothing Personal* investigates how Big Dating has overwhelmed the landscape of dating, cynically profiting off its users' deepest needs and desires. Looking back through the history of modern courtship and her own relationships, Sales examines how sexism has always been a factor for women in dating, and asks what the future of courtship will bring, if left to the designs of Silicon Valley's tech giants—especially in a time of social distancing and a global pandemic, when the rules of romance are once again changing.

Women tend to be inherently cautious, to the point of overthinking their every move. This may help them stay safer than their male counterparts, but it also keeps them stuck in the action-first, fake-it-til-you-make-it ethos celebrated in the tech world shaking up the workforce today. What if women embraced the startup spirit? What if they had the confidence to take chances, even if they knew they may fail first? What if instead of agonizing over which step to take, they leapt forward quickly? These are the traits that helped Silicon Valley redefine our culture, and not surprisingly, these are the same lessons that can help all women succeed in all stages of their careers. In *Fearless and Free*, author Wendy Sachs has provided what O, The Oprah

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Magazine has called “pithy, invaluable guidance to women stymied in the workplace.” With lessons learned from a wide range of women who faced down fears, roadblocks, and failures to reinvent themselves, Sachs’s invaluable resource teaches women how to:

- Boost their confidence
- Sell their story
- Capitalize on their skills and expand them
- Nurture their network
- Brand themselves--without bragging
- Reposition themselves for reentering the workforce
- And much more!

By taking the disruptive methods that helped Silicon Valley send shockwaves across industries, Fearless and Free seeks to empower women in the workforce, showing them how to lean into their strengths, increase confidence, and make their impact known loud and clear.

This book by leadership and sustainability experts Giles Hutchins and Laura Storm provides an exciting and comprehensive framework for building regenerative life-affirming businesses. It offers a multitude of business cases, fascinating examples from nature's living systems, insights from the front-line pioneers and tools and techniques for leaders to succeed and thrive in the 21st century. Regenerative Leadership draws inspiration from pioneering thinking within biomimicry, circular economy, adult developmental psychology, anthropology, biophilia, sociology, complexity theory and next-stage leadership development. It connects the dots between these fields through a powerful framework that enables leadership to become regenerative: in harmony with life, building thriving, prosperous organizations amid transformational times. The book is a combination of theoretical frameworks, case studies, tools & practices: Everything the leader needs to be successful in the 21st century.

Regenerative Leadership - what's it all about? While the future is uncertain, we clearly see an upward trend towards sustainable conscious business. And this is more than just a trend -

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we're witnessing a new kind of organization emerging. An organization which is able to rapidly sense and respond to the ever-changing business climate by innovating how and why it creates and delivers value, and the way it engages internally and externally with its ecosystem of employees, customers, suppliers, resources, investors, society and environment. This new kind of organization is the organization-as-living-system that is designed on the Logic of Life: life-affirming businesses that thrive from the inside out, by cultivating conditions conducive for life, internally and externally. These organizations nurture flourishing cultures while focusing on products and services that enhance society and the environment. Regenerative organizations will be tomorrow's success stories. Giles Hutchins is Chairman of The Future Fit Leadership Academy, keynote speaker, executive coach and author of three critically acclaimed business books, previously Director at KPMG and Global Head of Sustainability Solutions for Atos Origin. He is co-founding partner of Regenerators. Laura Storm has spent her entire career working in the intersection between business, leadership, sustainability, climate change policy and innovation. She has started and led multiple international organizations focused on the global transformation to sustainability - including Copenhagen Climate Council, World Business Summit on Climate Change and Sustainia. She has been awarded the title "Worldchanger" by Greenbiz, is a World Economic Forum Young Global Leader and Sustainability Expert, sits on many boards and is founder of Regenerators.

What's next? is a question we all have to ask and answer more frequently in an economy where the average job tenure is only four years, roles change constantly even within that time, and smart, motivated people find themselves hitting professional plateaus. But how do you evaluate options and move forward without getting stuck? Jenny Blake--a former training and

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career development specialist at Google who now runs her own company as a career and business consultant and speaker--has a solution: the pivot. Pivoting is a crucial strategy for Silicon Valley tech companies and startups but it can also be a successful strategy for individuals looking to make changes in their work lives. This book will introduce you to the Pivot Method and show you how to take small, smart steps to move in a new direction--now and throughout your entire career. No matter your age, industry, or bank account balance, Jenny's advice will help you move forward with confidence. Pivot also includes valuable insight for leaders who want to have more frequent career conversations with their teams to help talented people move and grow within their roles and the broader organization. If change is the only constant, let's get better at it. Your career success and satisfaction depends on your ability to navigate change well and this book can help you do so.

"Resolution of the sixty year debate over continental drift, culminating in the triumph of plate tectonics, changed the very fabric of Earth Science. This three-volume treatise on the continental drift controversy is the first complete history of the origin, debate and gradual acceptance of this revolutionary theory. Based on extensive interviews, archival papers and original works, Frankel weaves together the lives and work of the scientists involved, producing an accessible narrative for scientists and non-scientists alike. This first volume covers the period in the early 1900s when Wegener first pointed out that the Earth's major landmasses could be fitted together like a jigsaw and went on to propose that the continents had once been joined together in a single landmass, which he named Pangaea. It describes the reception of Wegener's theory as it splintered into sub-controversies and geoscientists became divided between the 'fixists' and 'mobilists'"--

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The former vice president and #1 best-selling author of *An Inconvenient Truth* offers a frank assessment of six critical drivers of global change in the decades to come—economic globalization, worldwide digital communications, a growing balance of global power, unsustainable population growth, scientific revolution and disruption of ecosystems. The *Sustainability Handbook* covers all the challenges, complexities and benefits of sustainability for businesses, governments and other organizations. It provides a blueprint for how organizations can reach or exceed economic, social and environmental excellence. It offers a host of practical approaches and tools including a model sustainability policy for organizations, summaries of sustainability codes and tips on selecting them, an extensive collection of metrics and a wealth of supplementary reference material. This is the essential reference for every organization in pursuit of sustainability.

The news sure looks bad: rapidly shifting student demographics, the ever-increasing speed of technological innovation, and extreme legislative and public pressure are squeezing colleges and universities into a lose-lose race toward irrelevancy. Detailed in countless articles and books, the challenges faced by institutions of higher learning in the U.S. are varied and weighty. But higher education is far from doomed. It is at this inflection point in which independent colleges and universities have the opportunity to revolutionize higher education. It is time to pivot towards a new university, one that radically refocuses structure and pedagogy on students and their learning; reimagines the foundational institutional structures of leadership, tenure, and the higher education business model; and produces national examples for access and inclusion. In an

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industry notoriously slow to adapt and evolve, leaders of colleges and universities must act quickly and decisively, committing to a monumental shift to educate students for a world that we cannot yet see: a leap-frog into relevancy that higher education has never experienced. Authors Joanne Soliday and Dr. Mark Lombardi, with their combined decades in higher education leadership and consulting, explicate a picture of possibility for the future of independent colleges and universities, one rooted in the essential value of a liberal arts education that brings students to their highest potential. It is the critical reimagining of how that education is shaped that guides a vision for the new university. Runaway climate change and rampant inequality are ravaging the world and costing a fortune. Who will help lead us to a better future? Business. These massive dual challenges—and other profound shifts, such as pandemics, resource pressures, and shrinking biodiversity—threaten our very existence. Other megatrends, such as the push for a clean economy and the unprecedented focus on diversity and inclusion, offer exciting new opportunities to heal the world, and prosper by doing so. Government cannot do this alone. Business must step up. In this seminal book, former Unilever CEO Paul Polman and sustainable business guru Andrew Winston explode fifty years of corporate dogma. They reveal, for the first time, key lessons from Unilever and other pioneering companies around the world about how you can profit by fixing the world's problems instead of creating them. To thrive today and tomorrow, they argue, companies must become "net positive"—giving more to the world than they take. A net

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positive company: Improves the lives of everyone it touches, from customers and suppliers to employees and communities, greatly increasing long-term shareholder returns in the process. Takes ownership of all the social and environmental impacts its business model creates. This in turn provides opportunities for innovation, savings, and building a more humane, connected, and purpose-driven culture. Partners with competitors, civil society, and governments to drive transformative change that no single group or enterprise could deliver alone. This is no utopian fantasy. Courageous leaders are already making it real—and the stakes couldn't be higher. With bold vision and compelling stories, Net Positive sets out the principles and practices that will deliver the scale of change and transformation the world so desperately needs. Join the movement now at [netpositive.world](http://netpositive.world)

Change is a necessary, though sometimes challenging part of staying relevant, being engaged and seeking ways to flourish in one's life. Coaching helps individuals develop coherent strategies for their life and work and to tap into their strengths and inspiration. Often our clients find themselves having to shift or transform their limiting belief systems or habits of mind and behavior to move them toward greater self-direction. How does such meaningful change occur? What role can coaches play to effectively lead our clients to new insights? To answer these questions, the authors set off on a scholar/practitioner journey of research, study, and first-hand experience to better comprehend the mystery and wonder of how clients actually make meaningful

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transitions. Their path of inquiry describes a new science of change about how pivotal moments in coaching occur and what coaches can do to help ignite substantial change. This book interweaves master coach stories, examples, tools, strategies, and research to inform and enlighten readers of the profound awakening human beings are experiencing to the power of individual choice. No longer constrained by the outdated Newtonian concepts of linear change and external control, individuals are now capable of self-organization by shifting their perceptions and choosing to leave patterns of limited thought and action. From their research, the authors found that coaches play a key facilitative role in helping unleash the capacities and power of these pivots.

Readers are invited to reflect on their own experiences of insight and those of their clients and to focus on priming strategies they can use to inspire and support pivotal moments for others. The authors share a dynamic model for igniting substantial change which shows the interrelationship of three core processes that contribute to a person's readiness for a shift: beliefs, inner knowing, and memory.

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into

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one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In *The Heart of Business*, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. *The Heart of Business* is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

Solving today's environmental and sustainability challenges requires more than expertise and technology. Effective solutions will require that we engage with other people, wrestle with difficult questions, and learn how to adapt and make confident decisions despite uncertainty. We need new approaches to leadership that empower professionals at all levels to tackle wicked problems and work towards sustainability. *Leadership for Sustainability* gives readers perspective and skills for promoting creative and collaborative solutions. Blending systems thinking approaches with leadership

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techniques, it offers dozens of strategies and specific practices that build on the foundation of three main skills: connecting, collaborating, and adapting. Inspiring case studies show how the book's strategies and principles can be applied to diverse situations: Coordinating the activities of widely dispersed individuals and groups who may not even know they are connected, illustrated by the work of urban planners, local businesses, citizens, and other stakeholders advancing ambitious climate action goals via a Community Energy Plan in Arlington County, Virginia Collaborating with diverse stakeholders to span boundaries despite their differences of opinion, expertise, and culture, as illustrated by the bold actions of a social entrepreneur who transformed the global food service industry with the "plant-forward" movement Adapting to continuous change and confounding uncertainty, as a small nonprofit organization mobilizes partners to tackle poverty, water scarcity, sanitation, and climate change in rural India Readers will come away with a holistic understanding of how to lead from where they are by applying leadership principles and practices to a wide range of wicked situations. While the challenges we face are daunting, the authors argue that these situations present opportunities for creating a more just, healthy, and prosperous world.

"In all my years studying personal growth, Acceptance and Commitment Therapy is one of the most useful tools I've ever come across, and in this book, Dr. Hayes describes it with more depth and clarity than ever before."-Mark Manson, #1 New York Times best-selling author of The Subtle Art of Not Giving a F\*ck Life is not a problem to be solved.

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ACT shows how we can live full and meaningful lives by embracing our vulnerability and turning toward what hurts. In this landmark book, the originator and pioneering researcher into Acceptance and Commitment Therapy (ACT) lays out the psychological flexibility skills that make it one of the most powerful approaches research has yet to offer. These skills have been shown to help even where other approaches have failed. Science shows that they are useful in virtually every area--mental health (anxiety, depression, substance abuse, eating disorders, PTSD); physical health (chronic pain, dealing with diabetes, facing cancer); social processes (relationship issues, prejudice, stigma, domestic violence); and performance (sports, business, diet, exercise). How does psychological flexibility help? We struggle because the problem-solving mind tells us to run from what causes us fear and hurt. But we hurt where we care. If we run from a sense of vulnerability, we must also run from what we care about. By learning how to liberate ourselves, we can live with meaning and purpose, along with our pain when there is pain. Although that is a simple idea, it resists our instincts and programming. The flexibility skills counter those ingrained tendencies. They include noticing our thoughts with curiosity, opening to our emotions, attending to what is in the present, learning the art of perspective taking, discovering our deepest values, and building habits based around what we deeply want. Beginning with the epiphany Steven Hayes had during a panic attack, this book is a powerful narrative of scientific discovery filled with moving stories as well as advice for how we can put flexibility skills to work

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immediately. Hayes shows how allowing ourselves to feel fully and think freely moves us toward commitment to what truly matters to us. Finally, we can live lives that reflect the qualities we choose.

This book presents a humanistic science-based framework for management, promoting an ethical and responsible approach to addressing current global societal problems. This book presents a step-by-step process aimed at helping you create the most successful business possible in the 21st century competitive landscape, empowering corporate citizenship professionals to accelerate their credibility within their company as an effective contributor who understands their company's strategy and who creates value.

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why

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value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including:

- How to use a proactive approach to sustainability to spur innovation
- How to frame environment-related benefits with relevance to mainstream brands
- How to communicate with credibility and impact – and avoid "greenwashing"
- How to team up with stakeholders to maximize outreach to consumers
- How to use a life cycle orientation to ensure the integrity of one's offerings
- How to best take advantage of recent technological advances in social media

Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Get ready to grind! Are you willing to go out there on that field with your face paint and your helmet, up against all adversity? Take it all in this season! Khali Raymond has brought you poetry that'll get you pumped before primetime!

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First published in 1971, *Rules for Radicals* is Saul Alinsky's impassioned counsel to young radicals on how to effect constructive social change and know "the difference between being a realistic radical and being a rhetorical one." Written in the midst of radical political developments whose direction Alinsky was one of the first to question, this volume exhibits his style at its best. Like Thomas Paine before him, Alinsky was able to combine, both in his person and his writing, the intensity of political engagement with an absolute insistence on rational political discourse and adherence to the American democratic tradition.

Despite enormous investments of time and money, are we making a dent on the social and environmental challenges of our time? What if we could exponentially increase our impact? Around the world, a new generation is looking beyond greater profits, for meaningful purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices, popularized by bestseller *The Lean Startup*, that have fueled technology breakthroughs touching every aspect of our lives, *Lean Impact* turns our attention to a new goal - radically greater social good. Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions must be embraced by beneficiaries, address root causes, and include an engine that can accelerate growth to reach the scale of the need. *Lean Impact* offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless pursuit of impact. Ann Mei Chang brings a unique perspective from across sectors, from her years as a tech executive in Silicon Valley to her most recent experience as the Chief Innovation Officer at USAID. She vividly illustrates the book with real stories from interviews with over 200 organizations across the US and around

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the world. Whether you are a nonprofit, social enterprise, triple bottom line company, foundation, government agency, philanthropist, impact investor, or simply donate your time and money, Lean Impact is an essential guide to maximizing social impact and scale.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common--besides achieving enormous success with revenue in the tens of billions? They are doing it all while holding to their convictions of implementing sustainable principles that help consumers live better lives. But they aren't the only ones. Green Giants examines nine companies--including Chipotle, Toyota, Unilever, Tesla, General Electric, and more--who have established the blueprint for sustainable success that anyone can follow. Author Freya Williams, an early pioneer of the modern sustainable business movement, discovered six factors responsible for the overwhelming success of these nine socially responsible companies:• The Iconoclastic Leader• Disruptive Innovation• A Higher Purpose• Built In, Not Bolted On• Mainstream Appeal• A New Behavioral ContractPacked with eye-opening research, exclusive interviews, and enlightening examples, Green Giants serves as your blueprint for merging wild profitability with social responsibility. A best-selling author and business expert discusses emerging opportunities for companies in the face of climate change, the growth of a global middle class and supply chain scrutiny and explains strategies used by Unilever, Nike, Ford and others to adapt the new challenges.

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20,000 first printing.

Until now, the literature on innovation has focused either on radical innovation pushed by technology or incremental innovation pulled by the market. In *Design-Driven Innovation: How to Compete by Radically Innovating the Meaning of Products*, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of competing. Design-driven innovations do not come from the market; they create new markets. They don't push new technologies; they push new meanings. It's about having a vision, and taking that vision to your customers. Think of game-changers like Nintendo's Wii or Apple's iPod. They overturned our understanding of what a video game means and how we listen to music. Customers had not asked for these new meanings, but once they experienced them, it was love at first sight. But where does the vision come from? With fascinating examples from leading European and American companies, Verganti shows that for truly breakthrough products and services, we must look beyond customers and users to those he calls "interpreters" - the experts who deeply understand and shape the markets they work in. *Design-Driven Innovation* offers a provocative new view of innovation thinking and practice. We live in a fundamentally changed world. It's time for your approach to strategy to change, too. The evidence is all around us. Extreme weather, driven by climate change, is shattering records all over the planet. Our natural resources are in greater demand than ever before as a billion more people enter the global middle class, wanting more of everything. Radical transparency is opening up company operations and supply chains to public scrutiny. This is not some futuristic scenario or model to debate, but today's

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reality. We've passed an economic tipping point. A weakening of the foundations of our planetary infrastructure is costing businesses dearly and putting our society at risk. The mega challenges of climate change, scarcity, and radical transparency threaten our ability to run an expanding global economy and are profoundly changing “business as usual.” But they also offer unprecedented opportunities: multi-trillion-dollar markets are in play, and the winners of this new game will profit mightily. According to Andrew Winston, bestselling author (*Green to Gold*) and globally recognized business strategist, the way companies currently operate will not allow them to keep up with the current—and future—rate of change. They need to make the Big Pivot. In this indispensable new book, Winston provides ten crucial strategies for leaders and companies ready to move boldly forward and win in this new reality. With concrete advice and tactics, and new stories from companies like British Telecom, Diageo, Dow, Ford, Nike, Unilever, Walmart, and many others, *The Big Pivot* will help you, and all of us, create more resilient businesses and a more prosperous world. This book is the blueprint to get you started.

Presents a unique pragmatic framework for shaping and solving strategic problems in a practical, creative and ethical manner.

When the economy turns rough, many companies sideline their green business initiatives. That's a big mistake. In *Green Recovery*, Andrew Winston shows that no company can afford to wait for the downturn to ease before going green. Green

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initiatives ratchet up your company's resource efficiency, creativity, and employee motivation. They save energy, waste, and money, preserving precious capital-and give precise focus to your innovation efforts and strategic priorities. Part manifesto and part how-to guide, this concise and engaging book provides a road map for using green initiatives to deliver short-term gains and position your company for long-term strategic growth. You'll discover how to: -Get lean: Amp up your energy and resource efficiency to survive tough times -Get smart: Use environmental data about products and supply chains for competitive advantage -Get creative: Rejuvenate your innovation efforts by asking heretical questions such as "How might we operate with no fossil fuels?" -Get going: Engage and excite employees to solve the company's, the customer's, and the world's environmental challenges Green Recovery is your guide to establishing your competitive positioning in difficult times and emerging even stronger into a vastly changed economy.

The Great Pivot describes 30 sustainability projects in five areas - advanced energy communities, low-carbon mobility, the circular economy, food waste reduction, and nature restoration - that will create millions of meaningful jobs.

Do you want to achieve startup speed at enterprise scale? Growth. It's what every company strives for. But it's become more and more elusive as companies struggle to hit their projected growth rates in an increasingly competitive market. While zero-based budgeting (ZBB) has been wielded for decades to cut costs, it falls short when it comes

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to spurring growth. But a zero-based mindset (ZBx) does that and more. ZBx facilitates forensic oversight into resource allocation that funnels savings back into growth initiatives and encourages new sources of innovation. The Big Zero shows how a ZBx approach focuses on agility over austerity, visibility over guesswork and the future over the past to fuel growth and competitiveness.

The successful CEO of the internationally renowned Peak Potentials—who has trained thousands of people to find new jobs, careers, and directions—shares his practical and inspirational program for reinventing yourself, whether you are out of work or want to change your professional trajectory. What would you do in your life if you knew you could not fail? That's the question answered in *Pivot*, a roadmap for embracing your true potential without abandoning your responsibilities or risking your future. As a transformational teacher and the CEO of Peak Potentials, which has trained more than one million people worldwide, Adam Markel can help you leap out of your comfort zone and into the destiny you've always dreamed of. Whether you are transitioning your career, or have been downsized, or believe that your true potential has yet to be fully tapped, *Pivot* is a guide to reinvention for anyone, at any age. With clear-eyed compassion and frank assessments, Adam shares the secrets that will guide you away from fear and toward a powerful new vision for your life. The uplifting stories, introspective prompts, clear step-by-step exercises, and energizing calls to action throughout this remarkable book will guide you through the process of personal and

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career transformation, from creating a vision and clearing space for change to building a supportive environment and establishing daily rituals that will regenerate your soul. Success and personal fulfillment are within reach! Program your internal GPS to a destination of your wildest imagination—all it takes to change your path is one right turn. In her bestselling books *Blue Gold* and *Blue Covenant*, world-renowned water activist Maude Barlow exposed the battle for ownership of our dwindling water supply and the emergence of an international, grassroots-led movement to reclaim water as a public good. Since then, the United Nations has recognized access to water as a basic human right—but there is still much work to be done to stem this growing crisis. In this major new book, Barlow draws on her extensive experience and insight to lay out a set of key principles that show the way forward to what she calls a “water-secure and water-just world.” Not only does she reveal the powerful players even now impeding the recognition of the human right to water, she argues that water must not become a commodity to be bought and sold on the open market. Focusing on solutions, she includes stories of struggle and resistance from marginalized communities, as well as government policies that work for both people and the planet. At a time when climate change has moved to the top of the national agenda and when the stage is being set for unprecedented drought, mass starvation, and the migration of millions of refugees in search of water, *Blue Future* is an urgent call to preserve our most valuable resource for generations to come.

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When the status quo no longer works, the contrarian perspective reigns! In this innovative business how-to, leadership expert Marcia Daszko draws on her expertise to guide leaders at any level through a three-step process to radically improve their businesses: first, recognize and stop outmoded ways of thinking that fail to move the business forward (like focusing on the bottom line, conducting performance appraisals, and searching for best practices); second, start taking steps to introduce new, innovative ways of thinking and contrarian practices (such as developing leaders with the capacity to effect change, creating an interconnected team, and seeking knowledge through questions); and finally, transform your company into a more resilient, adaptive, and united organization. Recent studies have reported that 90% of start-ups will fail. In Silicon Valley alone, this means that more than 5,400 of the current 6,000 startups will flounder and disappear. But risky and cash-strapped start-ups are not the only corporate fatalities: More than 60% of the original Fortune 500 corporations no longer exist. Given these statistics, how can organizational leaders and their employees beat the odds and survive? The only solution is to question the usual business practices, re-think how to lead and inspire, challenge the accepted beliefs, and toss out the failures to accelerate business growth and profitability. Using Marcia's three-part stop, start, transform method, readers will learn to pursue significant untapped opportunities, achieve their organization's competitive edge, and pivot, disrupt, and adapt to unexpected levels of success.

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\* One of Inc.com's "6 Books You Need to Read in 2020 (According to Bill Gates, Satya Nadella, and Adam Grant)"\* Adam Grant's # 1 pick of his top 20 books of 2020\* One of 6 Groundbreaking Books of Spring 2020 (according to Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant). A former rocket scientist reveals the habits, ideas, and strategies that will empower you to turn the seemingly impossible into the possible. Rocket science is often celebrated as the ultimate triumph of technology. But it's not. Rather, it's the apex of a certain thought process -- a way to imagine the unimaginable and solve the unsolvable. It's the same thought process that enabled Neil Armstrong to take his giant leap for mankind, that allows spacecraft to travel millions of miles through outer space and land on a precise spot, and that brings us closer to colonizing other planets. Fortunately, you don't have to be a rocket scientist to think like one. In this accessible and practical book, Ozan Varol reveals nine simple strategies from rocket science that you can use to make your own giant leaps in work and life -- whether it's landing your dream job, accelerating your business, learning a new skill, or creating the next breakthrough product. Today, thinking like a rocket scientist is a necessity. We all encounter complex and unfamiliar problems in our lives. Those who can tackle these problems -- without clear guidelines and with the clock ticking -- enjoy an extraordinary advantage. Think Like a Rocket Scientist will inspire you to take your own moonshot and enable you to achieve liftoff.

The proven system for rapid B2B sales growth from the coauthor of Predictable

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Revenue, the breakout bestseller hailed as a “sales bible” (Inc.) If your organization’s success is driven by B2B sales, you need to be an expert prospector to successfully target, qualify, and close business opportunities. This game-changing guide provides the immediately implementable strategies you need to build a solid, sustainable pipeline — whether you’re a sales or marketing executive, team leader, or sales representative. Based on the acclaimed business model that made Predictable Revenue a runaway bestseller, this powerful approach to B2B prospecting will help you to:

- Identify the prospects with the greatest potential
- Clearly articulate your company’s competitive position
- Implement account-based sales development using ideal account profiles
- Refine your lead targeting strategy with an ideal prospect profile
- Start a conversation with people you don’t know
- Land meetings through targeted campaigns
- Craft personalized e-mail and phone messaging to address each potential buyer’s awareness, needs, and challenges.
- Define, manage, and optimize sales development performance metrics
- Generate predictable revenue

You’ll learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve your revenue goals—quickly, efficiently, and predictably. The book includes easy-to-use charts and e-mail templates, and features full online access to sample materials, worksheets, and blueprints to add to your prospecting tool kit. Following this proven step-by-step framework, you can turn any B2B organization into a high-performance business development engine, diversify marketing lead generation

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channels, justify marketing ROI, sell into disruptive markets—and generate more revenue than ever. That's the power of Predictable Prospecting.

From the Publishers Weekly review: "Two experts from Yale tackle the business wake-up-call du jour-environmental responsibility-from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though "no company the authors know of is on a truly long-term sustainable course," Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies WaveMakers and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys-watchdogs and industry associations, mostly-working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here: from global warming to electronic waste "take-back" legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought. "

Effectively understand yourself and others, to achieve a happier, healthier life. Improve your personal and professional relationships by learning a range of mental skills that can help you to successfully manage both yourself and the demands of working with

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others. Teaching you to stay in control, interpret body language and cope with negativity, this Practical Guide will help you to become aware of your own feelings and those of others, understand them and manage their impact. Filled with exercises, case studies and useful tips, Emotional Intelligence will help you to get smart about emotions and improve both your physical and psychological well-being.

Using specific examples of incremental and transformational changes, and outlining the long-term corporate benefits of sustainability, the book examines the changes required to achieve true sustainability.

Do you have the right strategy to lead your company into the future? Get more of the management ideas you want, from the authors you trust, with HBR's 10 Must Reads on Strategy (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you combat new competitors and define the best strategy for your company. With insights from leading experts including Michael E. Porter, A.G. Lafley, and Clayton M. Christensen, this book will inspire you to:

- Choose a strategy that meets the demands of your competitive environment
- Identify the signals of disruption and take steps to avoid it
- Understand lean methodology and how it is changing business
- Transform your products and services into platforms
- Instill your strategy with creativity and purpose
- Generate value for your company, while also contributing to society

This collection of articles includes "Your Strategy Needs a Strategy," by Martin Reeves, Claire Love, and Philipp Tillmanns; "Transient

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Advantage," by Rita Gunther McGrath; "Bringing Science to the Art of Strategy," by A.G. Lafley, Roger L. Martin, Jan W. Rivkin, and Nicolaj Siggelkow; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Surviving Disruption," by Maxwell Wessel and Clayton M. Christensen; "The Great Repeatable Business Model," by Chris Zook and James Allen; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "Why the Lean Start-Up Changes Everything," by Steve Blank; "Strategy Needs Creativity," by Adam Brandenburger; "Put Purpose at the Core of Your Strategy," by Thomas W. Malnight, Ivy Buche, and Charles Dhanaraj; "Creating Shared Value," by Michael E. Porter and Mark R. Kramer.

How should we live: how should we care for one another; grow our capabilities to work, to learn, to love and fully realise our potential? This exciting and ambitious book shows how we can re-design the welfare state for this century. The welfare state was revolutionary: it lifted thousands out of poverty, provided decent homes, good education and security. But it is out of kilter now: an elaborate and expensive system of managing needs and risks. Today we face new challenges. Our resources have changed. Hilary Cottam takes us through five 'Experiments' to show us a new design. We start on a Swindon housing estate where families who have spent years revolving within our current welfare systems are supported to design their own way out. We spend time with young people who are helped to make new connections - with radical results. We turn

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to the question of good health care and then to the world of work and see what happens when people are given different tools to make change. Then we see those over sixty design a new and affordable system of support. At the heart of this way of working is human connection. Upending the current crisis of managing scarcity, we see instead that our capacities for the relationships that can make the changes are abundant. We must work with individuals, families and communities to grow the core capabilities we all need to flourish. Radical Help describes the principles behind the approach, the design process that makes the work possible and the challenges of transition. It is bold - and above all, practical. It is not a book of dreams. It is about concrete new ways of organising that already have been developing across Britain. Radical Help creates a new vision and a radically different approach that can take care of us once more, from cradle to grave.

In a very short time America has realized that global warming poses real challenges to the nation's future. The Agile City engages the fundamental question: what to do about it? Journalist and urban analyst James S. Russell argues that we'll more quickly slow global warming-and blunt its effects-by retrofitting cities, suburbs, and towns. The Agile City shows that change undertaken at the building and community level can reach carbon-reduction goals rapidly. Adapting buildings (39 percent of greenhouse-gas emission) and communities (slashing the 33 percent of transportation related emissions) offers numerous other benefits that tax gimmicks and massive alternative-

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energy investments can't match. Rapidly improving building techniques can readily cut carbon emissions by half, and some can get to zero. These cuts can be affordably achieved in the windshield-shattering heat of the desert and the bone-chilling cold of the north. Intelligently designing our towns could reduce marathon commutes and child chauffeuring to a few miles or eliminate it entirely. Agility, Russell argues, also means learning to adapt to the effects of climate change, which means redesigning the obsolete ways real estate is financed; housing subsidies are distributed; transportation is provided; and water is obtained, distributed and disposed of. These engines of growth have become increasingly more dysfunctional both economically and environmentally. The Agile City highlights tactics that create multiplier effects, which means that ecologically driven change can shore-up economic opportunity, can make more productive workplaces, and can help revive neglected communities. Being able to look at multiple effects and multiple benefits of political choices and private investments is essential to assuring wealth and well-being in the future. Green, Russell writes, grows the future.

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