

The Jelly Effect How To Make Your Communication Stick

At breakfast, I sit at the table and work on three things: 1. A bowl of Rice Krispies with sliced banana on top 2. My courage 3. How exactly to tell Mom I'm moving to the roof Joyce is desperate to get out of the room she shares with her older sister. All she wants is some peace and quiet, not the kind that fills the space left by her missing brother and tastes like butterscotch gone sour, the kind where you can breathe deep and see the stars. So she moves to the roof. Up there it's nothing but blue sky. Blue sky and....another roof dweller? Joyce soon discovers she's not the only one who's been driven to rooftop living. With the help of a pair of binoculars, a sketch pad, and a pen, Joyce makes an unexpected friend and sets in motion a summer she'll never forget.

A poignant and tender story of love, loss, passion, and the fragile threads that bind families together from the #1 New York Times bestselling author of *The Nightingale* “A beautifully simple, deeply compassionate story.”—Diana Gabaldon Annie Colwater's only child has just left home for school abroad. On that same day, her husband of twenty years confesses that he's in love with a younger woman. Alone in the house that is no longer a home, Annie comes to the painful realization that for years she has been slowly disappearing. Lonely and afraid, she retreats to Mystic, the small Washington town where she grew up, hoping that there she can reclaim the woman she once was—the woman she is now desperate to become again. In Mystic, she is reunited with her first love, Nick Delacroix, a recent widower unable to cope with his grieving, too-silent six-year-old daughter, Izzie. Together, the three of them begin to heal, and, at last, Annie learns that she can love without losing herself. But just when she has found a second chance at happiness, her life is turned upside down again, and Annie must make a choice no woman should have to make. . . . Praise for *On Mystic Lake* “Marvelous . . . a touching love story . . . You know a book is a winner when you devour it in one evening and hope there's a sequel. . . . This page-turner has enough twists and turns to keep the reader up until the wee hours of the morning.”—USA Today “Superb . . . I'll heartily recommend *On Mystic Lake* to any woman . . . who demands that a story leave her in a satisfied glow.”—The Washington Post Book World “A luminescent story . . . Kristin Hannah touches the deepest, most tender corners of our hearts.”—Tami Hoag “Excellent . . . *On Mystic Lake* is an emotional experience you won't soon forget.”—Rocky Mountain News “Propels readers forward to the final chapter.”—The Seattle Times

Leah and Dexter are brother and sister. They don't always get along. In fact, there are times they can be downright mean to each other. The ooey, gooey jelly donuts in this story are a testament to the power of kindness, caring, and generosity. Bite into the power of paying it forward by adding *The Jelly Donut Difference* to your family's home collection or classroom library.

One of the Wall Street Journal's Ten Best Books of the Year | A Washington Post Notable Book | A Christian Science Monitor and Kirkus Reviews Best Book of 2020 Winner of the Gilder Lehrman Abraham Lincoln Prize and the Abraham Lincoln Institute Book Award "A marvelous cultural biography that captures Lincoln in all his historical fullness. . . . using popular culture in this way, to fill out the context surrounding Lincoln, is what makes Mr. Reynolds's biography so different and so compelling . . . Where did the sympathy and compassion expressed in [Lincoln's] Second Inaugural--"With malice toward none; with charity for all"--come from? This big, wonderful book provides the richest cultural context to explain that, and everything else, about Lincoln." --Gordon Wood, Wall Street Journal From one of the great historians of nineteenth-century America, a revelatory and enthralling new biography of Lincoln, many years in the making, that brings him to life within his turbulent age David S.

Reynolds, author of the Bancroft Prize-winning cultural biography of Walt Whitman and many other iconic works of nineteenth century American history, understands the currents in which Abraham Lincoln swam as well as anyone alive. His magisterial biography *Abe* is the product of full-body immersion into the riotous tumult of American life in the decades before the Civil War. It was a country growing up and being pulled apart at the same time, with a democratic popular culture that reflected the country's contradictions. Lincoln's lineage was considered auspicious by Emerson, Whitman, and others who prophesied that a new man from the West would emerge to balance North and South. From New England Puritan stock on his father's side and Virginia Cavalier gentry on his mother's, Lincoln was linked by blood to the central conflict of the age. And an enduring theme of his life, Reynolds shows, was his genius for striking a balance between opposing forces. Lacking formal schooling but with an unquenchable thirst for self-improvement, Lincoln had a talent for wrestling and bawdy jokes that made him popular with his peers, even as his appetite for poetry and prodigious gifts for memorization set him apart from them through his childhood, his years as a lawyer, and his entrance into politics. No one can transcend the limitations of their time, and Lincoln was no exception. But what emerges from Reynolds's masterful reckoning is a man who at each stage in his life managed to arrive at a broader view of things than all but his most enlightened peers. As a politician, he moved too slowly for some and too swiftly for many, but he always pushed toward justice while keeping the whole nation in mind. *Abe* culminates, of course, in the Civil War, the defining test of Lincoln and his beloved country. Reynolds shows us the extraordinary range of cultural knowledge Lincoln drew from as he shaped a vision of true union, transforming, in Martin Luther King Jr.'s words, "the jangling discords of our nation into a beautiful symphony of brotherhood." Abraham Lincoln did not come out of nowhere. But if he was shaped by his times, he also managed at his life's fateful hour to shape them to an extent few could have foreseen. Ultimately, this is the great drama that astonishes us still, and that *Abe* brings to fresh and vivid life. The measure of that life will always be part of our American education.

Seventeen hundred years ago, key elements of our ancient heritage were lost, relegated to the esoteric traditions of mystery schools and sacred orders. Among the most empowering of the forgotten elements are references to a science with the power to bring everlasting healing to our bodies and initiate an unprecedented era of peace and cooperation between governments and nations. In his groundbreaking new book, *The Isaiah Effect*, Gregg Braden turns to the Isaiah Scroll, perhaps the most important of the Dead Sea Scrolls discovered in 1946, to offer insight into a powerful form of ancient prayer. In *The Isaiah Effect*, Braden, author of *Awakening to Zero Point* and *Walking Between the Worlds*, combines research in quantum physics with the works of the prophet Isaiah and the ancient Essenes. He demonstrates how prophecies of global catastrophe and suffering may only represent future possibilities, rather than forecast impending doom, and that we have the power to influence those possibilities. In addition to describing multiple futures, the Isaiah texts take us one step further, clearly describing the science of how we choose our futures. Tracing key words of Isaiah's text back to their original language, we discover how he taught a mode of prayer that was lost to the West during Biblical editing in the fourth century. Braden offers detailed accounts of how elements of this mode of prayer have been applied in a variety of situations, ranging from healing life-threatening conditions to entire villages using collective prayer to prevail during the 1998 fires in southern Peru. In each instance, the correlation between the offering of the prayer and a shift of the events in question was beyond coincidence--the prayers had measurable effects! As modern science continues to validate a relationship between our outer and inner worlds, it becomes more likely that a forgotten bridge links the world of our prayers with that of our experience. Each time we engage ourselves, our loved ones, and our communities with Isaiah's life-affirming message of hope, we secure nothing less than our future and the future

of the only home we know.

Get the results you want and come out as the Top Dog in every conversation Fancy being the 'Top Dog' in all your dealings? Fed up of feeling like the underdog? So many of us regularly 'lose' in conversations before we've even opened our mouths. Often without realising it, we don't see ourselves as a peer of the other person. And we transmit this in what we do and say ("I'll fit round you. I know you're really busy.") The other person picks up on this. And, without doing a thing, they're suddenly in charge! Top Dog will teach you how to lead in all your interactions, so you can get more of what you want, more often. Together, Andy Bounds and Richard Ruttle are experts at helping people achieve more from their conversations with others. Their techniques work in every type of interaction—conversations, socialising, dating, interviews, sales, marketing, and networking. Basically, anytime you want to impress and persuade others. Top Dog: • Details the skill set needed to gain competitive advantage from the outset • Provides instructive and thought-provoking content, relevant to both beginners, and seasoned professionals • Contains insights from working with some of the world's largest companies • Addresses how to achieve more from interactions in business and social arenas "It's 1932, and twelve-year-old Cal Black and his pop have been riding the rails for a year after losing their farm in the Great Depression. Cal likes being a "knight of the road" with Pop, even if they're broke. But then Pop has to go to Washington, D.C.--and Cal can't go with him. So Pop tells Cal something he never knew before: He's a Creek Indian, which means Cal is, too. And Pop has decided to send Cal to Challagi Indian School, a government boarding school for Native Americans in Oklahoma. At Challagi, the other Creek boys quickly take Cal under their wing. Even in the harsh, miserable conditions of the school, Cal begins to learn his people's history and heritage, language, and customs. And most of all, he learns how to find strength in a group of friends who have only one another"--Page [4] of cover.

Sarah Haywood's *The Cactus* meets Graeme Simsion's *The Rosie Project* in this heartwarming tale of an introvert, her lack of social conduct and empirical data-driven approach to people and relationships. The monarch. The glasswing. The red admiral. These are the names of some of Greta Oto's closest friends. As an entomologist who specializes in butterflies, Greta far prefers the company of bugs to humans, with the exception of her twin brother, Danny, though they've recently had a falling out. So she lands a research gig in the rainforest and leaves it all behind. But when Greta learns that Danny has suffered an aneurysm and is now hospitalized, she abandons her research and hurries home to the middle of nowhere America to be there for her brother. But there's only so much she can do, and unfortunately just like insects, humans don't stay cooped up in their hives either--they buzz about and... socialize. Coming home means confronting all that she left behind, including her lousy soon-to-be sister-in-law, her estranged mother, and her ex-boyfriend Brandon who has conveniently found a new non-lab-exclusive partner with shiny hair, perfect teeth, and can actually remember the names of the people she meets right away. Being that Brandon runs the only butterfly conservatory in town, and her dissertation is now in jeopardy, taking that job, being back home, it's all creating chaos of Greta's perfectly catalogued and compartmentalized world. *The Butterfly Effect* is a warm, uplifting story about the behavior of bugs (and people), how they can be altered by high-pressure climates, confused by breakdowns in communication, and most importantly, how they can rehabilitate themselves and each other. A child learns that there are consequences for thoughtless behavior, from feeding popcorn to a bear at the zoo to dropping an empty can out of a car window.

When Bigfoot is driving the bus, a field trip can feel legendarily long...but the best surprise of all is yeti to come! When Yeti, the school bus driver, takes the class on a surprise trip, everyone wants to know: "Are we there, Yeti?" And when they finally arrive, a new adventure is in store! Told with simple text and delightful illustrations, Ashlyn Anstee's debut picture book presents a fun, new take on a timeless question.

A survival story unlike anything you've ever read—perfect for fans of Patrick Ness and Rory Power. The biggest problem with being trapped on a jellyfish isn't what you'd expect. You get over the fear of death (because you start looking forward to it) and the smell of fish (because it quickly becomes your breakfast, lunch, and dinner). Boredom is an issue, sure, but it's not the main one; the biggest problem is not being able to get away from everyone. Martha is stuck on the back of the jellyfish and has been for a long time. She and everyone else living there don't know how exactly they got there or how long they've been there or where they're going—they just remember that something traumatic happened. And they can't escape. But now, the crew has finally had enough. They're going to escape the jellyfish—or die trying. (Which probably means dying.) Funny, strange, and completely original, *Jelly* is an unforgettable young adult debut.

Don't poke your finger in the jelly, Nelly—you might upset a jellyphant! Don't poke your finger in the jelly, Nelly-SNAP! Look out for the hungry alligator! With real die-cut holes for curious fingers to explore, no child will be able to hold back a squeal of excitement as they discover exactly what their fingers have dipped into!

Like throwing jelly at a wall, poor communication never sticks. Too much information and not enough relevance is a problem that pervades almost all business communication. So what's the answer? More relevance and a lot less jelly. *The Jelly Effect* teaches you simple, memorable and costless ways to win more attention and more business. Imagine how effective you'd be if you communicated only what was relevant 100 percent of the time. You would be better at talking to others, presenting, networking and selling. You would excel in interviews, meetings and pay-rise discussions. The benefits would be endless. *The Jelly Effect* will show you how to get the best out of any situation, whether you're speaking to an individual or a group, formally or informally, inside or outside your organisation. By the time you close the final page of this book, you will be armed with practical, proven techniques that will help you be more effective in all your business dealings. "Andy Bounds taught me more about effective presenting than a lady who'd previously taught two US presidents." —Drayton Bird, chairman of Drayton Bird Partnership and world leading authority on direct marketing

This collection of recipes, tips, and ideas from the International Nanny Association members is kid-tested and nanny-approved! Sandwiched inside are chapters on kid's cooking, crafts, and creative holiday and birthday party themes. The cover is "grape jelly" with "peanut butter" handprints splashed with colorful artwork and stick-figure children. Inside colors of black and white create a chalklike effect.

If you want to discover how to close sales using the best practice (one that's non-pushy, flexible, natural & easy to learn) then read this book. Author James Muir shares unique insights on how 'closing the sale' can be done with a natural, non-pushy sales strategy that breaks the stigma often associated with professional sales. The latest science shows that old, counter-productive closing tactics backfire and hold you back. In *The Perfect Close* you will learn a closing method that is nearly always successful (in the 95% range). It's zero pressure and involves just two questions. It's a clear & simple approach that is flexible enough to use on every kind of sale at every given stage. It can be learned in less than an hour and mastered in a day. In *The Perfect Close: The Secret to Closing Sales* you will learn:- A simple method to closing that is nearly always successful (95% range) - Is zero pressure & involves just two questions- How traditional closing techniques damage trust & what you can do remain on emotionally higher ground- How to close more sales in a way that makes clients feel more educated, in control and see you as a facilitator & consultant- A proven and repeatable process for advancing sales that can be used in any kind of sale at any given stage- How to add continuous momentum & advance your sales in a way that results in more closed business & faster closed business- A natural way to close that doesn't require that you change your personality or become someone you're not- How to completely eliminate the stress & tension

that some people feel when it comes to asking for commitments- How to add value on every sales encounter Everything you need to know to advance every sale to closure The Perfect Close represents the best practice in closing sales today.

An editor at This American Life reveals the searing story of the secret binge-eating that dominated her adolescence and shapes her still. "Her tale of compulsion and healing is candid and powerful."--People NAMED ONE OF THE BEST BOOKS OF THE YEAR BY MARIE CLAIRE For almost thirty years, Susan Burton hid her obsession with food and the secret life of compulsive eating and starving that dominated her adolescence. This is the relentlessly honest, fiercely intelligent story of living with both anorexia and binge-eating disorder, moving past her shame, and learning to tell her secret. When Burton was thirteen, her stable life in suburban Michigan was turned upside down by her parents' abrupt divorce, and she moved to Colorado with her mother and sister. She seized on this move west as an adventure and an opportunity to reinvent herself from middle-school nerd to popular teenage girl. But in the fallout from her parents' breakup, an inherited fixation on thinness went from "peculiarity to pathology." Susan entered into a painful cycle of anorexia and binge eating that formed a subterranean layer to her sunny life. She went from success to success--she went to Yale, scored a dream job at a magazine right out of college, and married her college boyfriend. But in college the compulsive eating got worse--she'd binge, swear it would be the last time, and then, hours later, do it again--and after she graduated she descended into anorexia, her attempt to "quit food." Binge eating is more prevalent than anorexia or bulimia, but there is less research and little storytelling to help us understand it. In tart, soulful prose Susan Burton strikes a blow for the importance of this kind of narrative and tells an exhilarating story of longing, compulsion and hard-earned self-revelation.

"[An] anthropological reckoning with the most powerful tribe in the world today, computer programmers--where they come from, how they think, what makes for greatness in their world, and what should give us pause"--

A former ocean scientist goes in pursuit of the slippery story of jellyfish, rediscovering her passion for marine science and the sea's imperiled ecosystems. Jellyfish have been swimming in our oceans for well over half a billion years, longer than any other animal that lives on the planet. They make a venom so toxic it can kill a human in three minutes. Their sting--microscopic spears that pierce with five million times the acceleration of gravity--is the fastest known motion in the animal kingdom. Made of roughly 95 percent water, some jellies are barely perceptible virtuosos of disguise, while others glow with a luminescence that has revolutionized biotechnology. Yet until recently, jellyfish were largely ignored by science, and they remain among the most poorly understood of ocean dwellers. More than a decade ago, Juli Berwald left a career in ocean science to raise a family in landlocked Austin, Texas, but jellyfish drew her back to the sea. Recent, massive blooms of billions of jellyfish have clogged power plants, decimated fisheries, and caused millions of dollars of damage. Driven by questions about how overfishing, coastal development, and climate change were contributing to a jellyfish population explosion, Juli embarked on a scientific odyssey. She traveled the globe to meet the biologists who devote their careers to jellies, hitched rides on Japanese fishing boats to see giant jellyfish in the wild, raised jellyfish in her dining room, and throughout it all marveled at the complexity of these alluring and ominous biological wonders. Gracefully blending personal memoir with crystal-clear distillations of science, Spineless is the story of how Juli learned to navigate and ultimately embrace her ambition, her curiosity, and her passion for the natural world. She discovers that jellyfish science is more than just a quest for answers. It's a call to

realize our collective responsibility for the planet we share.

Twelve-year-old Jelly hides her true self behind her humor and keeps her true thoughts and feelings locked away in a notebook. Can she find the courage to share who she really is? Angelica (Jelly for short) is the queen of comedy at school. She has a personality as big as she is, and everyone loves her impressions. But Jelly isn't as confident as she pretends to be. No one knows her deepest thoughts and feelings. She keeps those hidden away in a secret notebook. Then her mom's new boyfriend, Lennon, arrives. He's kind and perceptive, and he is the first person to realize that Jelly is playing a part. Jelly shares her poetry with him and he convinces her to perform one of her poems as a song at the school talent show. Can Jelly risk letting people see the real her? What if it all goes wrong?

Picking up where the bestselling videogames left off, the Mass Effect novels take readers into the far reaches of outer space. From the prequel novel, *Revelation*, to the series capstone, *Deception*, these original adventures weave together a science fiction epic as they follow Starship Alliance commander David Anderson and his young protégée, scientist Kahlee Sanders, in their battle to save humanity. Packaged together for the first time, this exhilarating eBook bundle includes: *REVELATION ASCENSION RETRIBUTION DECEPTION* Since discovering a cache of Prothean technology on Mars in 2148, humanity has spread to the stars. Now, on the edge of colonized space, ship commander and Alliance war hero David Anderson investigates the remains of a top secret military research station. Who attacked this post and for what purpose? And where is Kahlee Sanders, the young scientist who mysteriously vanished from the base hours before her colleagues were slaughtered? Sanders is now the prime suspect, but finding her creates more problems than it solves. Partnered with a rogue alien agent he can't trust and pursued by an assassin he can't escape, Anderson battles impossible odds on uncharted worlds to uncover a sinister conspiracy—one he won't live to tell about. Or so the enemy thinks.

A groundbreaking approach to wellness that will help you cut through the clutter and find the small shifts that create huge changes in your life, from the host of the podcast *The Feel Good Effect* “An absolutely fresh and insightful guide . . . If you're looking to create more calm, clarity, and joy, this book is for you.”—Shauna Shapiro, Ph.D., author of *Good Morning I Love You* What if wellness isn't about achieving another set of impossible standards, but about finding what works—for you? Radically simple and ridiculously doable, *The Feel Good Effect* helps you redefine wellness, on your own terms. Drawing from cutting-edge science on mindfulness, habit, and behavior change, podcast host Robyn Conley Downs offers a collection of small mindset shifts that allow for more calm, clarity, and joy in everyday life, embracing the idea that “gentle is the new perfect” when it comes to sustainable wellness. She then leads you through an easy set of customizable habits for happiness and health in mind, body, and soul, allowing you to counteract stress and prevent burnout. Instead of trying to get more done, *The Feel Good Effect* offers a refreshingly sane approach that will allow you to identify and focus on the elements that actually move the needle in your life right now. Less striving. More ease. It's time to feel good.

Here's a fact: My new friend Calvin Waffle is 100% Weird Danny Cohen and Calvin Waffle are two very different kids. Danny likes playing baseball; Calvin enjoys strange experiments. Danny follows the rules at school; Calvin tries to drive his teacher crazy.

Danny and Calvin decide to team up for the big jelly bean experiment. Will it lead to trouble? Maybe. Will they have fun trying? You can count on it.

Civil rights activist Ruby Bridges--who, at the age of six, was the first African American to integrate an all-white elementary school in New Orleans--shares her story through text and historical photographs, offering a powerful call to action.

In this heartfelt and powerfully affecting coming of age story, a neurodivergent 7th grader is determined to find her missing best friend before it's too late. Now in paperback. Things never seem to go as easily for thirteen-year-old Frankie as they do for her sister, Tess. Unlike Tess, Frankie is neurodivergent. In her case, that means she can't stand to be touched, loud noises bother her, she's easily distracted, she hates changes in her routine, and she has to go see a therapist while other kids get to hang out at the beach. It also means Frankie has trouble making friends. She did have one--Colette--but they're not friends anymore. It's complicated. Then, just weeks before the end of seventh grade, Colette unexpectedly shows up at Frankie's door. The next morning, Colette vanishes. Now, after losing Colette yet again, Frankie's convinced that her former best friend left clues behind that only she can decipher, so she persuades her reluctant sister to help her unravel the mystery of Colette's disappearance before it's too late. A powerful story of friendship, sisters, and forgiveness, Tornado Brain is an achingly honest portrait of a young girl trying to find space to be herself. Inspired by her own neurodiverse child, Cat Patrick writes with authenticity and sincerity in her depiction of Frankie in what is ultimately a love letter to neurodiverse children everywhere.

This stunning debut novel about grief and wonder was an instant New York Times bestseller and captured widespread critical acclaim, including selection as a 2015 National Book Award finalist! After her best friend dies in a drowning accident, Suzy is convinced that the true cause of the tragedy must have been a rare jellyfish sting--things don't just happen for no reason. Retreating into a silent world of imagination, she crafts a plan to prove her theory--even if it means traveling the globe, alone. Suzy's achingly heartfelt journey explores life, death, the astonishing wonder of the universe...and the potential for love and hope right next door. Oddlot Entertainment has acquired the screen rights to The Thing About Jellyfish, with Gigi Pritzker set to produce with Bruna Papandrea and Reese Witherspoon.

The Jelly Effect How to Make Your Communication Stick John Wiley & Sons
A funny, bracing, poignant YA romance and coming-of-age for fans of Huntley Fitzpatrick, Me and Earl and the Dying Girl, and The Beginning of Everything lake effect | n. 1. The effect of any lake, especially the Great Lakes, in modifying the weather in nearby areas 2. The effect of elderly ladies, mysterious girls, and countless funerals, in upending your life, one summer at the beach It's the summer after senior year, and Briggs Henry is out the door. He's leaving behind his ex-girlfriend and his parents' money troubles for Lake Michigan and its miles of sandy beaches, working a summer job as a personal assistant, and living in a gorgeous Victorian on the shore. It's the kind of house Briggs plans to buy his parents one day when he's a multi-millionaire. But then he gets there. And his

eighty-four-year-old boss tells him to put on a suit for her funeral. So begins a summer of social gaffes, stomach cramps, fraught beach volleyball games, moonlit epiphanies, and a drawer full of funeral programs. Add to this Abigail, the mystifying girl next door on whom Briggs's charms just won't work, and "the lake effect" is taking on a whole new meaning. Smart, funny, and honest, *The Lake Effect* is about realizing that playing along is playing it safe, and that you can only become who you truly are if you're willing to take the risk. "Vibrant and smart . . . Perfect to tote around on vacation." —Bustle "Every word glows with brilliance." —Francisco X. Stork, author of *Marcelo in the Real World* "Dazzlingly hilarious . . . Erin McCahan is the reigning queen of summer YA reads." —PopSugar "Observant, sarcastic, compelling, and very funny." —Kirkus Reviews (starred review) "Summer romance at its best." —HelloGiggles "The perfect smart, beachside read. . . . Unforgettable." —Stephanie Elliot, author of *Sad Perfect* "Elegant and touching." —Publishers Weekly "Refreshingly honest and real. . . . An absolute must-read." —Elise Allen, co-author of *Elixir* "Funny and poignant." —PureWow "Thought provoking—and at times hilarious . . . A great summer read." —SLJ

In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future. With boundless erudition and in delightfully clear prose, Surowiecki ranges across fields as diverse as popular culture, psychology, ant biology, behavioral economics, artificial intelligence, military history, and politics to show how this simple idea offers important lessons for how we live our lives, select our leaders, run our companies, and think about our world.

Presents an analysis of Wal Mart business tactics, where the company's efforts to lower prices has had far-reaching effects on its suppliers, competitors, employees, and foreign manufacturers.

"An elegant, impassioned demand that America see gender-based violence as a cultural and structural problem that hurts everyone, not just victims and survivors... It's at times downright virtuosic in the threads it weaves together."--NPR From the woman who gave the landmark testimony against Clarence Thomas as a sexual menace, a new manifesto about the origins and course of gender violence in our society; a combination of memoir, personal accounts, law, and social analysis, and a powerful call to arms from one of our most prominent and poised survivors. In 1991, Anita Hill began something that's still unfinished work. The issues of gender violence, touching on sex, race, age, and power, are as urgent today as they were when she first testified. *Believing* is a story of America's three decades long reckoning with gender violence, one that offers insights into its roots, and paths to creating dialogue and substantive change. It is a call to action that offers guidance based on what this brave, committed fighter has learned from a lifetime of advocacy and her search for

solutions to a problem that is still tearing America apart. We once thought gender-based violence--from casual harassment to rape and murder--was an individual problem that affected a few; we now know it's cultural and endemic, and happens to our acquaintances, colleagues, friends and family members, and it can be physical, emotional and verbal. Women of color experience sexual harassment at higher rates than White women. Street harassment is ubiquitous and can escalate to violence. Transgender and nonbinary people are particularly vulnerable. Anita Hill draws on her years as a teacher, legal scholar, and advocate, and on the experiences of the thousands of individuals who have told her their stories, to trace the pipeline of behavior that follows individuals from place to place: from home to school to work and back home. In measured, clear, blunt terms, she demonstrates the impact it has on every aspect of our lives, including our physical and mental wellbeing, housing stability, political participation, economy and community safety, and how our descriptive language undermines progress toward solutions. And she is uncompromising in her demands that our laws and our leaders must address the issue concretely and immediately.

Why do some ideas make it big while others fail to take off? According to award-winning behavioural economist John List, the answer comes down to a single question: Can the idea scale? Countless enterprises fall apart the moment they scale; their positive results fizzle, they lose valuable time and money, and the great electric charge of potential that drove them early on disappears. In short, they suffer a voltage drop. Yet success and failure are not about luck - in fact, there is a rhyme and reason as to why some ideas fail and why some make it big. Certain ideas are predictably scalable, while others are predictably destined for disaster. In *The Voltage Effect*, University of Chicago economist John A. List explains how to identify the ideas that will be successful when scaled, and how to avoid those that won't. Drawing on his own original research, as well as fascinating examples from the realms of business, government, education, and public health, he details the five signature elements that cause voltage drops, and unpacks the four proven techniques for increasing positive results - or voltage gains - and scaling great ideas to their fullest potential. By understanding the science of scaling, we can drive change in our schools, workplaces, communities, and society at large. Because a better world can only be built at scale.

Examines the long-term effects of stress on human health and the health ailments, including intestinal inflammation, caused by stress, and introduces a series of effective programs for correcting imbalances, repairing the intestinal tract lining, and managing stress, accompanied by a commonsense diet that promotes balance and a helpful resource guide. Original.

This book is both very funny and unexpectedly profound. It provides simple, easy-to-relate-to, yet seldom-considered wisdom on the human condition. As the author takes us through one unusual day, he offers insights on living along with

comical, tender memories of his childhood. Engaging and fast-moving, the book will make you laugh and nod in agreement as you enjoy its unexpected twists and turns. Gary Crowley has seen through many of the false assumptions human beings bring with them as they encounter life, and he brings a fresh and distinctive voice to his narrative. Simplicity with depth, laughter with wisdom, place "Pass the Jelly" among those rare books that successfully entertain and inspire. Crowley presents a constantly changing interplay of opposites. He opens your mind with humour, overcoming any resistance to the realities of existence. The Pass the Jelly Principle (People do what they do. That's what they do. And that is it.) will help you see that we are all bound within the chain of cause and effect. His formula for instant compassion and his notion that "when you pick up the stick of life, you get both ends" offer rules-to-live-by wisdom that will stick with you long after you finish the book.

The long-awaited follow-up to the international bestseller *The Jelly Effect* Communication is supposed to cause something. That's the point of it. So, what do you want to achieve following your communication? Do you want someone to answer 'yes'? Do you want to improve your relationships? Do you want people to understand exactly what you're talking about, first time? Whatever you want to achieve, you'll need decent communication to get there, and expert and bestselling author Andy Bounds shows us exactly how to nail our communication. Using the same conversational style that made *The Jelly Effect* so popular, *The Snowball Effect* is packed with short, rapid fire sections complete with visuals and special features to help us get serious results from our communication. *The Snowball Effect* explains how to:

- Persuade people to say "yes" more quickly, more often
- Enjoy your job more – because you'll be calling the shots for a change
- Remove the communication frustrations you feel all too often
- Get more done, more quickly – because you're getting people on your side faster (these techniques have saved people at least one month every year).

A study of the "gaslight effect" discusses this form of manipulation that consistently puts the other person in the wrong and reveals what can be done to overcome this behavior and determine if an unhealthy relationship can be salvaged.

A fascinating, entertaining dive into the long-standing relationship between humans and insects, revealing the surprising ways we depend on these tiny, six-legged creatures. Insects might make us shudder in disgust, but they are also responsible for many of the things we take for granted in our daily lives. When we bite into a shiny apple, listen to the resonant notes of a violin, get dressed, receive a dental implant, or get a manicure, we are the beneficiaries of a vast army of insects. Try as we might to replicate their raw material (silk, shellac, and cochineal, for instance), our artificial substitutes have proven subpar at best, and at worst toxic, ensuring our interdependence with the insect world for the foreseeable future. Drawing on research in laboratory science, agriculture, fashion, and international cuisine, Edward D. Melillo weaves a vibrant world

history that illustrates the inextricable and fascinating bonds between humans and insects. Across time, we have not only coexisted with these creatures but have relied on them for, among other things, the key discoveries of modern medical science and the future of the world's food supply. Without insects, entire sectors of global industry would grind to a halt and essential features of modern life would disappear. Here is a beguiling appreciation of the ways in which these creatures have altered--and continue to shape--the very framework of our existence.

A lively and important argument from an award-winning journalist proving that the key to reversing North America's health crisis lies in the overlooked link between nutrition and flavor. In *The Dorito Effect*, Mark Schatzker shows us how our approach to the nation's number one public health crisis has gotten it wrong. The epidemics of obesity, heart disease, and diabetes are not tied to the overabundance of fat or carbs or any other specific nutrient. Instead, we have been led astray by the growing divide between flavor—the tastes we crave—and the underlying nutrition. Since the late 1940s, we have been slowly leeching flavor out of the food we grow. Those perfectly round, red tomatoes that grace our supermarket aisles today are mostly water, and the big breasted chickens on our dinner plates grow three times faster than they used to, leaving them dry and tasteless. Simultaneously, we have taken great leaps forward in technology, allowing us to produce in the lab the very flavors that are being lost on the farm. Thanks to this largely invisible epidemic, seemingly healthy food is becoming more like junk food: highly craveable but nutritionally empty. We have unknowingly interfered with an ancient chemical language—flavor—that evolved to guide our nutrition, not destroy it. With in-depth historical and scientific research, *The Dorito Effect* casts the food crisis in a fascinating new light, weaving an enthralling tale of how we got to this point and where we are headed. We've been telling ourselves that our addiction to flavor is the problem, but it is actually the solution. We are on the cusp of a new revolution in agriculture that will allow us to eat healthier and live longer by enjoying flavor the way nature intended.

"The most important book at the borderland of psychology and politics that I have ever read."--Martin E. P. Seligman, Zellerbach Family Professor of Psychology at that University of Pennsylvania and author of *Learned Optimism* Why are we devastated by a word of criticism even when it's mixed with lavish praise?

Because our brains are wired to focus on the bad. This negativity effect explains things great and small: why countries blunder into disastrous wars, why couples divorce, why people flub job interviews, how schools fail students, why football coaches stupidly punt on fourth down. All day long, the power of bad governs people's moods, drives marketing campaigns, and dominates news and politics. Eminent social scientist Roy F. Baumeister stumbled unexpectedly upon this fundamental aspect of human nature. To find out why financial losses mattered more to people than financial gains, Baumeister looked for situations in which good events made a bigger impact than bad ones. But his team couldn't find any.

Their research showed that bad is relentlessly stronger than good, and their paper has become one of the most-cited in the scientific literature. Our brain's negativity bias makes evolutionary sense because it kept our ancestors alert to fatal dangers, but it distorts our perspective in today's media environment. The steady barrage of bad news and crissmongering makes us feel helpless and leaves us needlessly fearful and angry. We ignore our many blessings, preferring to heed--and vote for--the voices telling us the world is going to hell. But once we recognize our negativity bias, the rational brain can overcome the power of bad when it's harmful and employ that power when it's beneficial. In fact, bad breaks and bad feelings create the most powerful incentives to become smarter and stronger. Properly understood, bad can be put to perfectly good use. As noted science journalist John Tierney and Baumeister show in this wide-ranging book, we can adopt proven strategies to avoid the pitfalls that doom relationships, careers, businesses, and nations. Instead of despairing at what's wrong in your life and in the world, you can see how much is going right--and how to make it still better.

"Ms. Graham's fifth-grade class wants to promote change in the world; but when eight of them take an assignment too far, they must take responsibility for their actions and unite for a cause they all believe in"--

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