

The Management Myth Debunking Modern Business Philosophy

'A passionate, provocative book. It isn't just a self-help book. It is a manifesto for a better society' Sunday Times 'One of the most rigorous articulations of the new mood of acceptance...a persuasive demolition of many of our cultural stories about how we ought to live' Oliver Burkeman, Guardian Paul Dolan, the bestselling author of Happiness by Design, shows us how to escape the myth of perfection and find our own route to happiness. Be ambitious; find everlasting love; look after your health ... There are countless stories about how we ought to live our lives. These narratives can make our lives easier, and they might sometimes make us happier too. But they can also trap us and those around us. In Happy Ever After, bestselling happiness expert Professor Paul Dolan draws on a variety of studies ranging over wellbeing, inequality and discrimination to bust the common myths about our sources of happiness. He shows that there can be many unexpected paths to lasting fulfilment. Some of these might involve not going into higher education, choosing not to marry, rewarding acts rooted in self-interest and caring a little less about living forever. By freeing ourselves from the myth of the perfect life, we might each find a life worth living.

The world's economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According The World Bank, 80% of the developed world's wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: "Like a chrysalis, we're emerging from the economy of the Industrial Revolution - an economy confined and limited by the Earth's physical resources - into, as one economist titled his book, "the economy in mind," in which there are no bounds on human imagination and the freedom to create is the most precious natural resource." Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy, by revealing: The physical fallacy - why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds The best learning tool ever invented: After Action Reviews Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers The fact that effectiveness always and everywhere trumps efficiency The First Law of Pricing: All value is subjective The Second Law of Pricing: All prices are contextual The Morality of Markets: Doing well and doing good Why your organization - and you - need to be driven by a higher purpose than profit The Soul of Enterprise will inspire and challenge readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."

Argues that the "lean and mean" corporate model of workaholicism and downsizing is proving counterproductive, explaining how companies can implement downtime, promote flexibility, and foster creativity as part of realizing increased revenues. Reprint.

Ever since Einstein's study of Brownian Motion, scientists have understood that a little disorder can actually make systems more effective. But most people still shun disorder-or suffer guilt over the mess they can't avoid. No longer! With a spectacular array of true stories and case studies of the hidden benefits of mess, A Perfect Mess overturns the accepted wisdom that tight schedules, organization, neatness, and consistency are the keys to success. Drawing on examples from business, parenting, cooking, the war on terrorism, retail, and even the meteoric career of Arnold Schwarzenegger, coauthors Abrahamson and Freedman demonstrate that moderately messy systems use resources more efficiently, yield better solutions, and are harder to break than neat ones. Applying this idea on scales both large (government, society) and small (desktops, garages), A Perfect Mess uncovers all the ways messiness can trump neatness, and will help you assess the right amount of disorder for any system. Whether it's your company's management plan or your hallway closet that bedevils you, this book will show you why to say yes to mess.

As Ben Goldacre's Guardian Bad Science column debunks popular scientific myths, this book aims to do the same for education myths and unjustified claims.

Longlisted for the National Book Award. Where did the ideas come from that became the cornerstone of American democracy? America's founders intended to liberate us not just from one king but from the ghostly tyranny of supernatural religion. Drawing deeply on the study of European philosophy, Matthew Stewart brilliantly tracks the ancient, pagan, and continental ideas from which America's revolutionaries drew their inspiration. In the writings of Spinoza, Lucretius, and other great philosophers, Stewart recovers the true meanings of "Nature's God," "the pursuit of happiness," and the radical political theory with which the American experiment in self-government began.

Key Features --

Nielsen presents the "peer-based" organization, which uses rotating peer leadership councils and cross-functional task forces to manage the organization's work

A former management consultant traces his rise as an unlikely business guru, sharing scathing critiques of popular business authorities from Frederick Taylor to Tom Peters while offering insights into the management industry itself.

"Exhilarating...Stewart has achieved a near impossibility, creating a page-turner about jousting metaphysical ideas, casting thinkers as warriors." —Liesl Schillinger, New York Times Book Review Once upon a time, philosophy was a dangerous business—and for no one more so than for Baruch Spinoza, the seventeenth-century philosopher vilified by theologians and political authorities everywhere as “the atheist Jew.” As his inflammatory manuscripts circulated underground, Spinoza lived a humble existence in The Hague, grinding optical lenses to make ends meet. Meanwhile, in the glittering salons of Paris, Gottfried Wilhelm Leibniz was climbing the ladder of courtly success. In between trips to the opera and groundbreaking work in mathematics, philosophy, and jurisprudence, he took every opportunity to denounce Spinoza, relishing his self-appointed role as “God’s attorney.” In this exquisitely written philosophical romance of attraction and repulsion, greed and virtue, religion and heresy, Matthew Stewart gives narrative form to an epic contest of ideas that shook the seventeenth century—and continues today.

When Daphne Adler, a mother and mathematician, was pregnant, a colleague scolded her for sprinkling parmesan cheese on her pasta. After dutifully dumping her dinner in the trash, she decided to investigate to find out whether the admonishment and similar warnings were based on fact. What she discovered surprised her-and will surprise you, too. After 3 years of research where she poured over thousands of studies, Adler has reframed the parameters of what should and shouldn't be allowable during pregnancy. Her refreshing and reassuring book finally provides us with a way to separate myth from reality. Fact or fallacy? Debunking the Bump sets the record straight with eye-opening revelations such as: * 44% of obstetricians never mention the most important avoidable cause of birth defects.* Less than half of all pregnant women are counseled about the most dangerous activity they could undertake while pregnant.* In the long list of forbidden foods, one category is 10,000 times more risky than others...but its danger is not emphasized.* Many pregnant women cut down their consumption of the single substance that's the most beneficial to their developing baby. Debunking the Bump is a pregnancy book for women with a thirst for facts. It covers not only all the hot pregnancy topics (Is it safe to eat sushi and drink coffee?) but also a variety of additional subjects Adler's exhaustive research uncovered

that aren't even mentioned in most pregnancy books. Filled with practical, actionable recommendations and clear explanations of risks and trade-offs, this unique guide will help you make informed choices so you can enjoy a relaxed and happy pregnancy. Read more at www.debunkingthebump.com

Over a century has passed and yet there is growing evidence that knowledge workers across the globe today are as constrained by F.W. Taylor's much-maligned *The Principles of Scientific Management*, as factory workers were in the early twentieth century. *Re-Tayloring Management* looks critically at Taylor's philosophy on management and contrasts it with other perspectives that have since emerged, along with the professionalization of management and the growth in business and management education. The contributors demonstrate that despite the complexity and uncertainty that organizations face, instead of designing work systems where knowledge and service workers have the freedom to apply knowledge and skills at the point they are most needed, managers are obsessed with maintaining tighter control. This approach conflicts with contemporary job design principles, which emphasise 'job crafting', whereby individuals are encouraged to craft their role in a way that is congruent with their identity. Drawing on insights from academics with diverse backgrounds and interests, and organised around 'past', 'present' and 'future' themes, this book is a thought-provoking read for professional managers, as well as for postgraduate students and academics teaching and researching organizational studies and management.

Named one of the best books of 2013 by the 'Financial Times', 'Huffington Post' and 'Forbes', this debate-shifting book debunks the myth of the State as a static bureaucratic organization only needed to 'fix' market failures, leaving dynamic entrepreneurship and innovation to the private sector. Case studies ranging from the innovations that make the iPhone so 'smart' to the current developments in clean technology reveal the reality, whereby the private sector only invests after the entrepreneurial State has made the bold, high-risk investments.

An empowering guide that will show you how to shed the myth of the "work-life balance" by merging the seven key components that make up your life to attain harmony and whole-life success "All of us have Seven Slices in our lives: our Family Slice, our Professional Slice, our Personal Slice, our Physical Slice, our Intellectual Slice, our Emotional Slice, and our Spiritual Slice. These all need to be served in some fashion—and in serving them, they, in turn, serve us." This relatively simple but profoundly critical concept is at the heart of the method executive coach David McNeff has used to transform the lives and careers of his clients. It begins with two important facts: 1) stress happens—you can't avoid it; and 2) your existence is composed of far more than "work" and "life." Too often, we divide our lives into those two general categories, but we're all a lot more complex and our lives are richer than that. By being clear and mindful of all aspects of your life—the Seven Slices—you'll be more likely to find inner harmony when stress impacts one of them. In *The Work-Life Balance Myth*, McNeff takes you on a deep dive into each of the Seven Slices, explaining the components of each Slice, signs that you may not be attending to each Slice in a healthy way, and hands-on methods for accessing an underserved Slice. *The Work-Life Balance Myth* won't make your life perfect—no one can do that, and you shouldn't trust anyone who makes that promise. What this book will do is provide you with proven new ways of framing your life, seeing stress for what it is, and vastly improving your ability to navigate the emotional challenges that will inevitably arise in a way that serves your Seven Slices.

Many researchers jump from data collection directly into testing hypothesis without realizing these tests can go profoundly wrong without clean data. This book provides a clear, accessible, step-by-step process of important best practices in preparing for data collection, testing assumptions, and examining and cleaning data in order to decrease error rates and increase both the power and replicability of results. Jason W. Osborne, author of the handbook *Best Practices in Quantitative Methods* (SAGE, 2008) provides easily-implemented suggestions that are evidence-based and will motivate change in practice by empirically demonstrating—for each topic—the benefits of following best practices and the potential consequences of not following these guidelines.

"Illuminating." --New York Times WIRED's Required Science Reading 2016 When we think of water in the West, we think of conflict and crisis. Yet despite decades of headlines warning of mega-droughts, the death of agriculture, and the collapse of cities, the Colorado River basin has thrived in the face of water scarcity. John Fleck shows how western communities, whether farmers and city-dwellers or U.S. environmentalists and Mexican water managers, actually have a promising record of conservation and cooperation. Rather than perpetuate the myth "Whiskey's for drinkin', water's for fightin' over," Fleck urges readers to embrace a new, more optimistic narrative--a future where the Colorado continues to flow.

"A devastating bombardment of managerial thinking and the profession of management consulting...A serious and valuable polemic." —Wall Street Journal Fresh from Oxford with a degree in philosophy and no particular interest in business, Matthew Stewart might not have seemed a likely candidate to become a consultant. But soon he was telling veteran managers how to run their companies. In narrating his own ill-fated (and often hilarious) odyssey at a top-tier firm, Stewart turns the consultant's merciless, penetrating eye on the management industry itself. *The Management Myth* offers an insightful romp through the entire history of thinking about management, a withering critique of pseudoscience in management theory, and a clear explanation of why the MBA usually amounts to so much BS—leading us through the wilderness of American business thought.

A curator and essayist surveys the inner workings of creative duos, from John Lennon and Paul McCartney to Marie and Pierre Curie to Steve Jobs and Steve Wozniak, and describes how their creative techniques can be adapted and used in everyday life. 50,000 first printing.

The financial crisis of 2008 and subsequent Great Recession demolished many cherished beliefs—most significantly, the theory that financial markets always get things right. Justin Fox's *The Myth of the Rational Market* explains where that idea came from, and where it went wrong. As much an intellectual whodunit as a cultural history of the perils and possibilities of risk, it also brings to life the people and ideas that forged modern finance and investing—from the formative days of Wall Street through the Great Depression and into the financial calamities of today. It's a tale featuring professors who made and lost fortunes, battled fiercely over ideas, beat the house at blackjack, wrote bestselling books, and played major roles on the world stage. It's also a story of free-market capitalism's war with itself.

Could the story of mankind be far older than we have previously believed? Using tools as varied as archaeo-astronomy, geology, and computer analysis of ancient myths, Graham Hancock presents a compelling case to suggest that it is. "A fancy piece of historical sleuthing . . . intriguing and entertaining and sturdy enough to give a long pause for thought."—Kirkus Reviews In *Fingerprints of the Gods*, Hancock embarks on a worldwide quest to put together all the pieces of the vast and fascinating jigsaw of mankind's hidden past. In ancient monuments as far apart as Egypt's Great Sphinx, the strange Andean ruins of Tihuanaco, and Mexico's awe-inspiring Temples of the Sun and Moon, he reveals not only the clear fingerprints of an as-yet-unidentified civilization of remote antiquity, but also startling evidence of its vast sophistication, technological advancement, and evolved scientific knowledge. A record-breaking number one bestseller in Britain, *Fingerprints of the Gods* contains the makings of an intellectual revolution, a dramatic and

irreversible change in the way that we understand our past—and so our future. And Fingerprints of God tells us something more. As we recover the truth about prehistory, and discover the real meaning of ancient myths and monuments, it becomes apparent that a warning has been handed down to us, a warning of terrible cataclysm that afflicts the Earth in great cycles at irregular intervals of time—a cataclysm that may be about to recur. “Readers will hugely enjoy their quest in these pages of inspired storytelling.”—The Times (UK)

That the average adult spends 50 to 70 percent of their day sitting is no surprise to anyone who works in an office environment. But few realize the health consequences they are suffering as a result of modernity's increasingly sedentary lifestyle, or the effects it has had on society at large. In *Get Up!*, health expert James A. Levine's original scientific research shows that today's chair-based world, where we no longer use our bodies as they evolved to be used, is having negative consequences on our health, and is a leading cause of diabetes, cancer, and heart disease. Over the decades, humans have moved from a primarily active lifestyle to one that is largely sedentary, and this change has reshaped every facet of our lives—from social interaction to classroom design. Levine shows how to throw off the shackles of inertia and reverse these negative trends through simple changes in our daily lives.

The BBC: the mouthpiece of the Establishment? The BBC is one of the most important institutions in Britain; it is also one of the most misunderstood. Despite its claim to be independent and impartial, and the constant accusations of a liberal bias, the BBC has always sided with the elite. As Tom Mills demonstrates, we are only getting the news that the Establishment wants aired in public. Throughout its existence, the BBC has been in thrall to those in power. This was true in 1926 when it stood against the workers during the General Strike, and since then the Corporation has continued to mute the voices of those who oppose the status quo: miners in 1984; anti-war protesters in 2003; those who offer alternatives to austerity economics since 2008. From the outset much of its activity has been scrutinised by the secret services at the invitation of those in charge. Since the 1990s the BBC has been integrated into the market, while its independence from government and big business has been steadily eroded. The BBC is an important and timely examination of a crucial public institution that is constantly under threat.

Whether the topic is understanding e-business, six sigma, workplace violence, knowledge workers, Internet job searches, or visionary leadership, Stephen Robbins and David DeCenzo cover it thoroughly and in a way that truly captures the issues facing managers in the twenty-first century. Its not enough just to know about management you have to possess the skills to match! With Robbins and DeCenzos new edition, youll learn so much about the real world of management, including: *Why Amazon.com is revolutionizing the book-selling industry *How SiloCaf, a coffee bean processing plant, uses sophisticated technologically-based controls to enhance productivity and ensure consistent quality in its work *Why companies like London Fog are struggling to survive *How teams at Hewlett-Packard redesigned a production process, cut waste, controlled costs, and increased productivity *New techniques that can make a university more efficient and responsive to its students

Why small business is not the basis of American prosperity, not the foundation of American democracy, and not the champion of job creation. In this provocative book, Robert Atkinson and Michael Lind argue that small business is not, as is widely claimed, the basis of American prosperity. Small business is not responsible for most of the country's job creation and innovation. American democracy does not depend on the existence of brave bands of self-employed citizens. Small businesses are not systematically discriminated against by government policy makers. Rather, Atkinson and Lind argue, small businesses are not the font of jobs, because most small businesses fail. The only kind of small firm that contributes to technological innovation is the technological start-up, and its success depends on scaling up. The idea that self-employed citizens are the foundation of democracy is a relic of Jeffersonian dreams of an agrarian society. And governments, motivated by a confused mix of populist and free market ideology, in fact go out of their way to promote small business. Every modern president has sung the praises of small business, and every modern president, according to Atkinson and Lind, has been wrong. Pointing to the advantages of scale for job creation, productivity, innovation, and virtually all other economic benefits, Atkinson and Lind argue for a “size neutral” policy approach both in the United States and around the world that would encourage growth rather than enshrine an anachronism. If we overthrow the “small is beautiful” ideology, we will be able to recognize large firms as the engines of progress and prosperity that they are.

Although eugenics is now widely discredited, some groups and individuals claim a new scientific basis for old racist assumptions. Pondering the continuing influence of racist research and thought, despite all evidence to the contrary, Robert Sussman explains why—when it comes to race—too many people still mistake bigotry for science.

Ricardo Semler thinks that companies ought to put employee freedom and satisfaction ahead of corporate goals. Imagine a company where employees set their own hours; where there are no offices, no job titles, no business plans; where employees get to endorse or veto any new venture; where kids are encouraged to run the halls; and where the CEO lets other people make nearly all the decisions. This company—Semco—actually exists, and despite a seeming recipe for chaos, its revenues have grown from \$35 million to \$160 million in the last six years. It has virtually no staff turnover, and there are no signs that its growth will stop any time soon. How did Semco become wildly successful despite breaking many of the commonly accepted laws of business? In *The Seven-Day Weekend*, Ricardo Semler shows that for those willing to take a chance, there is a better way to run a workplace. He explains how the technology that was supposed to make life easier—laptops, cell phones, e-mail, pagers—has in fact stolen free time and destroyed the traditional nine-to-five workday. But this can be a good thing—if you have the freedom to get your job done on your own terms and to blend your work life and personal life with enthusiasm and creative energy. Smart bosses will eventually realize that you might be most productive if you work on Sunday afternoon, play golf on Monday morning, go to a

movie on Tuesday afternoon, and watch your child play soccer on Thursday. This is a radical book that will challenge the business world to make the seven-day weekend a reality.

It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically, but is this really true? Comprehensive control of communications in a fast-moving political and media setting is often upset by events outside the communicator's control, taking over the news agenda and changing the political narrative. Based on interviews with leading communicators and journalists, this book explores the tensions between a planned, strategic communications approach and a reactive, tactical one. The interviewees, who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers, include, amongst others, William Hague, Ian Duncan-Smith, Michael Howard, David Cameron, Tony Blair and Gordon Brown. It draws a unique picture of how political reputations are managed and, ultimately, confirms the discrepancy between what political communications management is thought to be, and how communications practitioners actually operate. This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management. This will be essential reading for researchers, educators and advanced students in public relations, communications studies and marketing.

Executives, investors, and the business press routinely chant the mantra that corporations are required to "maximize shareholder value." In this pathbreaking book, renowned corporate expert Lynn Stout debunks the myth that corporate law mandates shareholder primacy. Stout shows how shareholder value thinking endangers not only investors but the rest of us as well, leading managers to focus myopically on short-term earnings; discouraging investment and innovation; harming employees, customers, and communities; and causing companies to indulge in reckless, sociopathic, and irresponsible behaviors. And she looks at new models of corporate purpose that better serve the needs of investors, corporations, and society.

A blunt wake-up call to salespeople and sales leaders that debunks the myths of the latest miracle solutions and refocuses your sales strategy on a proven approach that will drive the results you want. Can you handle the truth? Can succeeding in sales be as simple as hooking up the latest CRM tool or perfecting your social media profiles and waiting for qualified leads to automatically show up in your inbox? Are you having trouble believing what the new self-proclaimed "experts" keep posting on LinkedIn and beginning to question their proclamation that everything in sales has changed? Welcome to the world of sales, where the one constant you can bank on is the noise from so-called experts and thought leaders who want to convince you everything has changed and that you need their latest tools, toys, or tricks to stay even or get ahead of the pack. Yet, ironically, it seems that the more of these new miracle solutions you adopt, the harder it is to get results. In *Sales Truth*, Mike Weinberg offers a blunt wake-up call to salespeople and sales leaders on how to get past the noise and nonsense, so you can start winning more New Sales. Here's the truth: Many of these so-called sales experts lack clients, credibility, and a track record of helping sellers achieve breakthrough results. The number of "likes" a sales improvement article receives is often inversely proportional to its accuracy or helpfulness to the typical seller or sales team. What has worked exceedingly well in sales and sales management for the past couple of decades is still the (not so) secret to sales success today, and you can discover these accessible, simple truths and best practices that will drive the results you want in this bold new book. Mike Weinberg, bestselling author of *New Sales. Simplified.* and *Sales Management. Simplified.*, brings sanity back to the sales effectiveness table by sharing proven strategies that he sees working firsthand across sales teams in a myriad of industries around the globe. Stop looking for the shortcut or secret sales sauce and instead apply Weinberg's proven, powerful principles to help you master the fundamentals of professional selling and create more new sales opportunities than you ever believed possible.

Moving Beyond Modern Portfolio Theory: Investing That Matters tells the story of how Modern Portfolio Theory (MPT) revolutionized the investing world and the real economy, but is now showing its age. MPT has no mechanism to understand its impacts on the environmental, social and financial systems, nor any tools for investors to mitigate the havoc that systemic risks can wreck on their portfolios. It's time for MPT to evolve. The authors propose a new imperative to improve finance's ability to fulfil its twin main purposes: providing adequate returns to individuals and directing capital to where it is needed in the economy. They show how some of the largest investors in the world focus not on picking stocks, but on mitigating systemic risks, such as climate change and a lack of gender diversity, so as to improve the risk/return of the market as a whole, despite current theory saying that should be impossible. "Moving beyond MPT" recognizes the complex relations between investing and the systems on which capital markets rely, "Investing that matters" embraces MPT's focus on diversification and risk adjusted return, but understands them in the context of the real economy and the total return needs of investors. Whether an investor, an MBA student, a Finance Professor or a sustainability professional, *Moving Beyond Modern Portfolio Theory: Investing That Matters* is thought-provoking and relevant. Its bold critique shows how the real world already is moving beyond investing orthodoxy.

A New York Times Bestseller The leading thinker and most visible public advocate of modern monetary theory -- the freshest and most important idea about economics in decades -- delivers a radically different, bold, new understanding for how to build a just and prosperous society. Stephanie Kelton's brilliant exploration of modern monetary theory (MMT) dramatically changes our understanding of how we can best deal with crucial issues ranging from poverty and inequality to creating jobs, expanding health care coverage, climate change, and building resilient infrastructure. Any ambitious proposal, however, inevitably runs into the buzz saw of how to find the money to pay for it, rooted in myths about deficits that are hobbling us as a country. Kelton busts through the myths that prevent us from taking action: that the federal government should budget like a

household, that deficits will harm the next generation, crowd out private investment, and undermine long-term growth, and that entitlements are propelling us toward a grave fiscal crisis. MMT, as Kelton shows, shifts the terrain from narrow budgetary questions to one of broader economic and social benefits. With its important new ways of understanding money, taxes, and the critical role of deficit spending, MMT redefines how to responsibly use our resources so that we can maximize our potential as a society. MMT gives us the power to imagine a new politics and a new economy and move from a narrative of scarcity to one of opportunity.

Language is central to our lives, the cultural tool that arguably sets us apart from other species. Some scientists have argued that language is innate, a type of unique human 'instinct' pre-programmed in us from birth. In this book, Vyvyan Evans argues that this received wisdom is, in fact, a myth. Debunking the notion of a language 'instinct', Evans demonstrates that language is related to other animal forms of communication; that languages exhibit staggering diversity; that we learn our mother tongue drawing on general properties and abilities of the human mind, rather than an inborn 'universal' grammar; that language is not autonomous but is closely related to other aspects of our mental lives; and that, ultimately, language and the mind reflect and draw upon the way we interact with others in the world. Compellingly written and drawing on cutting-edge research, *The Language Myth* sets out a forceful alternative to the received wisdom, showing how language and the mind really work.

How to get past the most common myths about creativity to design truly innovative strategies We tend to think of creativity in terms reminiscent of the ancient muses: divinely-inspired, unpredictable, and bestowed upon a lucky few. But when our jobs challenge us to be creative on demand, we must develop novel, useful ideas that will keep our organizations competitive. *The Myths of Creativity* demystifies the processes that drive innovation. Based on the latest research into how creative individuals and firms succeed, David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs. Answers questions such as: What causes us to be creative in one moment and void in the next? What makes someone more or less creative than his or her peers? Where do our flashes of creative insight come from, and how can we generate more of them? Debunks 10 common myths, including: the Eureka Myth; the Lone Creator Myth; the Incentive Myth; and The Brainstorming Myth Written by David Burkus, founder of popular leadership blog LDRLB For anyone who struggles with creativity, or who makes excuses for delaying the work of innovation, *The Myths of Creativity* will help you overcome your obstacles to finding new ideas.

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, Author of *Art of the Start* "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of *Design of Everyday Things* "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of *Dreaming in Code*; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of *The Inmates are Running the Asylum* "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of *The Ten Faces of Innovation*

Every day stories from American history that are not true are repeated in museums and classrooms across the country. Some are outright fabrications; others contain a kernel of truth that has been embellished over the years. Collaborating with The Colonial Williamsburg Foundation, Mary Miley Theobald has uncovered the truth behind many widely repeated myth-understandings in our history in *Death by Petticoat* including: * Hat makers really were driven mad. They were poisoned by the mercury used in making hats from furs. Their symptoms included hallucinations, tremors, and twitching, which looked like insanity to people of the 17th and 18th centuries--and the phrase "mad as a hatter" came about. * The idea that portrait painters gave discounts if their subjects posed with one hand inside the vest (so they didn't have to paint fingers and leading to the saying that something "costs an arm and a leg") is strictly myth. It isn't likely that Napoleon, King George III, or George Washington were concerned about getting a discount from their portrait painters. Pregnant women secluded themselves indoors, uneven stairs were made to trip up burglars, people bathed once a year, women had tiny waists, apprenticeships lasted seven years--*Death by Petticoat* reveals the truth about these hysterical historical myth-understandings. Despite the doom and gloom of financial crises, global terrorism, climate collapse, and the rise of the far-right, a number of leading intellectuals (Steven Pinker, Hans Rosling, Johan Norberg, and Matt Ridley, among others) have been arguing in recent years that the world is getting better and better. But this "progress narrative" is little more than a very conservative defence of the capitalist status quo. At a time when liberal democracy appears incapable of stemming the tide of the far-right populism, and when laissez-faire capitalism is ill-equipped to deal with socio-economic problems like climate change, inequality, and the future of work, the real advocates of progress are those willing to challenge these established paradigms. *The Glass Half-Empty* argues that, without criticising the systems of capitalism, the changes needed to make a better world will always fall short of our expectations. The "progress narrative" needs to be challenged before we stumble into a potentially catastrophic future, despite having the means to build a truly better world.

How the obsession with quantifying human performance threatens business, medicine, education, government—and the quality of our lives Today, organizations of all kinds are ruled by the belief that the path to success is quantifying human performance, publicizing the results, and dividing up the rewards based on the numbers. But in our zeal to instill the evaluation process with

scientific rigor, we've gone from measuring performance to fixating on measuring itself—and this tyranny of metrics now threatens the quality of our organizations and lives. In this brief, accessible, and powerful book, Jerry Muller uncovers the damage metrics are causing and shows how we can begin to fix the problem. Filled with examples from business, medicine, education, government, and other fields, the book explains why paying for measured performance doesn't work, why surgical scorecards may increase deaths, and much more. But Muller also shows that, when used as a complement to judgment based on personal experience, metrics can be beneficial, and he includes an invaluable checklist of when and how to use them. The result is an essential corrective to a harmful trend that increasingly affects us all.

With a new Introduction by the author 'An elegant and sane little book. – The New Statesman Myths, as Mary Midgley argues in this powerful book, are everywhere. In political thought they sit at the heart of theories of human nature and the social contract; in economics in the pursuit of self interest; and in science the idea of human beings as machines, which originates in the seventeenth century, is a today a potent force. Far from being the opposite of science, however, Midgley argues that myth is a central part of it. Myths are neither lies nor mere stories but a network of powerful symbols for interpreting the world. Tackling a dazzling array of subjects such as philosophy, evolutionary psychology, animals, consciousness and the environment in her customary razor-sharp prose, *The Myths We Live By* reminds us of the powerful role of symbolism and the need to take our imaginative life seriously. Mary Midgley is a moral philosopher and the author of many books including *Wickedness*, *Evolution as a Religion*, *Beast and Man* and *Science and Poetry*. All are published in Routledge Classics.

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