

The Mom Test

In a dark future, when North America has split into two warring nations, 15-year-olds Day, a famous criminal, and June, the brilliant soldier hired to capture him, discover that they have a common enemy. P. Putnam's Sons.

You have a new venture in mind. And you've crafted a business plan so detailed it's a work of art. Don't get too attached to it. As John Mullins and Randy Komisar explain in *Getting to Plan B*, new businesses are fraught with uncertainty. To succeed, you must change the plan in real time as the inevitable challenges arise. In fact, studies show that entrepreneurs who stick slavishly to their Plan A stand a greater chance of failing—and that many successful businesses barely resemble their founders' original idea. The authors provide a rigorous process for stress testing your Plan A and determining how to alter it so your business makes money, solves customers' needs, and endures. You'll discover strategies for: -Identifying the leap-of-faith assumptions hidden in your plan -Testing those assumptions and unearthing why the plan might not work -Reconfiguring the five components of your business model—revenue model, gross margin model, operating model, working capital model, and investment model—to create a sounder Plan B. Filled with success stories and cautionary tales, this book offers real cases illustrating the authors' unique process. Whether your idea is for a start-up or a new business unit within your organization, *Getting to Plan B* contains the road map you need to reach success.

When a company is committed to growing through innovation - not just exploiting the existing business models - standard accounting documents offer insufficient and, oftentimes irrelevant data. *Innovation Accounting* is a practical guide for these companies to help them measure and track innovation. Most established organizations have understood the need to innovate and become more digital, however the management tools available to leaders seeking to understand the investments in innovation are lacking. Financial accounting in particular is difficult to use in the context of (digital) innovation. Therefore a new complementary system for measuring and tracking innovation is needed. The book provides tools, frameworks, templates, and visualizations that can be easily understood and applied. These can all be used by executives looking for a new way of measuring corporate performance in a world where accounting-recognized assets are becoming commodities, by investors seeking better ways of looking at a company's growth potential, and by managers who need to value innovation product teams using more than just financial indicators. *Innovation Accounting* is an essential go-to book for anyone that wants to measure their company's innovation ecosystem.

"*Mama Natural's Week to Week Guide to Pregnancy* is the modern (and yet ancient) approach to pregnancy and childbirth. "Natural" recognizes that pregnancy and birth are normal, and that having a baby is a wondrous biological process and rite of passage—not a medical condition. This book draws upon the latest research showing how beneficial and life-changing natural birth is for both babies and moms. Full of weekly advice and tips for a healthy pregnancy, Grace details vital nutrition to take, natural remedies for common and troublesome symptoms, as well as the appropriate (and inappropriate) use of interventions. Pregnancy, childbirth, health, health and wellness, parenting, family"—

Need to run a workshop? Your attendees are trusting you with their time and attention. What are you giving them in return? Most workshops don't work. They fail to deliver real results and they fail to keep the audience energetic and engaged. They're stressful to run and painful to attend. Designing and running a brilliant workshop is easier than you think. It's not about flashy showmanship or natural charisma. Instead, it's about following a set of clear, simple rules for structuring and arranging the day. Discover and use key design principles such as: Naturally refresh and maintain the audience's attention and energy by alternating the "teaching format" (e.g. lecture, small group discussion, hands-on practice) every 20 minutes and making strategic use of good breaks Dramatically improve your educational impact by choosing an exercise which is properly matched to the type of knowledge/skill/wisdom currently being taught Save dozens of hours by beginning your design process with a simple "skeleton" of Learning Outcomes and timings rather than jumping straight into slides and materials Finish on time, every time, by intentionally designing flexible "schedule springs" into your session, allowing you to seamlessly adjust to delays and bad luck, and to ensure that everyone learns what they came for without running late The first half of the book covers everything you'll need to know about designing and refining the session itself. With a good design in hand, teaching a brilliant workshop goes from arduous to nearly automatic. The second half of the book shifts from ahead-of-time design to day-of facilitation. Learn the essential facilitation needed to solve unexpected problems and run a smooth, stress-free workshop: Reliable tools and tactics for crowd control, recovering attention, and shifting between tasks (without feeling like you're fighting against your audience) Clear guidance for picking the best room setup, and also improving a "bad" room to make the most of it Spotting and problem-solving the six major types of "difficult" attendees who are being either accidentally or intentionally disruptive (including the most common issue of bringing a hostile expert onto your side) Checklists and reminders of what to bring, what to do, and when to do it, in order to ensure that nothing gets forgotten, overlooked, or lost At no point in the book will we ask you to "put on a big smile" or "project confidence". That's fluffy BS which doesn't work. Instead, we'll give you clear, concrete tools for managing a crowd and seamlessly guiding everyone to an effective outcome. Why we're the right authors to help you succeed Over the last 15 years, we've designed and run a huge number of successful workshops (and a few major flops) covering every type of audience: executives, undergrads, MBAs, disadvantaged youths, busy professionals, and more. We've designed everything from 20-minute teasers to 3-month intensives, in locations ranging from Costa Rica and Qatar to London and Berlin. We've taught for companies like HP and Deloitte and for universities like Oxford and NYU. We've built workshops for every price point, from free upskilling (paid for by the state or employer) through to \$4000-per-seat premium events. We've taught casual sessions, with beer in hand and flip-flop on foot, through to formal, posh

affairs with glitzy venues and high-end catering. In every case, no matter where it was located or who it was for, the process outlined in these pages worked. Perhaps most importantly, we can teach you how to do this. We've trained up teachers from scratch who are now billing upwards of \$5000 per day and getting invited back to teach again and again. This stuff isn't complicated. You can learn it!

Mothering is messy. Our joy and hope in raising children doesn't change the reality that being a mom can be frustrating, stressful, and tiring. But just as God is using us to shape our children, God is using our children and motherhood to shape us. In *The Better Mom*, author Ruth Schwenk, herself a mother of four children, encourages us with the good news that there is more to being a mom than the extremes of striving for perfection or simply embracing the mess. We don't need to settle for surviving our kids' childhood. We can grow through it. With refreshing and heartfelt honesty Ruth emboldens moms to: Find freedom and walk confidently in purpose Create a God-honoring home environment Overcome unhealthy and destructive emotions such as anger, anxiety, and more Avoid glorifying the mess of mom-ing or idolizing perfection Cultivate life-giving friendships At the heart of *The Better Mom* is the message that Jesus calls us to live not a weary life, but a worthy life. We don't have to settle for either being apathetic or struggling to be perfect. Both visions of motherhood go too far. Ruth offers a better option. She says, "It's okay to come as we are, but what we're called to do and be is far too important to stay there! The way to becoming a better mom starts not with what we are doing, but with who God is inviting us to become."

NOW INCLUDING A BRAND-NEW EPILOGUE! There are some things you can't leave behind... In *If You Find Me* by Emily Murdoch, a broken-down camper hidden deep in a national forest is the only home fifteen year-old Carey can remember. The trees keep guard over her threadbare existence; the one bright spot is Carey's younger sister, Jenessa, who depends on Carey for her very survival. All they have is each other, as their mentally ill mother comes and goes with greater frequency. Until that one fateful day their mother disappears for good, and two strangers arrive. Suddenly, the girls are taken from the woods and thrust into a bright and perplexing new world of high school, clothes and boys. Now, Carey must face the truth of why her mother abducted her ten years ago, while haunted by a past that won't let her go... a dark past that hides many a secret, including the reason Jenessa hasn't spoken a word in over a year. Carey knows she must keep her sister close, and her secrets even closer, or risk watching her new life come crashing down.

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America Set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, *Infinite Jest* explores essential questions about what entertainment is and why it has come to so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, *Infinite Jest* bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do. "The next step in fiction...Edgy, accurate, and darkly witty...Think Beckett, think Pynchon, think Gaddis. Think." --Sven Birkerts, *The Atlantic*

This guide contains everything I know about how to design, test, and refine nonfiction that is able to endure for years, get recommended, and grow on its own. Whether you're aiming for this guide can help you get there.

The New York Times–bestselling graphic memoir about Alison Bechdel, author of *Fun Home*, becoming the artist her mother wanted to be. Alison Bechdel's *Fun Home* was a pop culture and literary phenomenon. Now, a second thrilling tale of filial sleuthery, this time about her mother: voracious reader, music lover, passionate amateur actor. Also a woman, unhappily married to a closeted gay man, whose artistic aspirations simmered under the surface of Bechdel's childhood...and who stopped touching or kissing her daughter good night, forever, when she was seven. Poignantly, hilariously, Bechdel embarks on a quest for answers concerning the mother-daughter gulf. It's a richly layered search that leads readers from the fascinating life and work of the iconic twentieth-century psychoanalyst Donald Winnicott, to one explosively illuminating Dr. Seuss illustration, to Bechdel's own (serially monogamous) adult love life. And, finally, back to *Mother*—to a truce, fragile and real-time, that will move and astonish all adult children of gifted mothers. A New York Times, USA Today, Time, Slate, and Barnes & Noble Best Book of the Year "As complicated, brainy, inventive and satisfying as the finest prose memoirs."—New York Times Book Review "A work of the most humane kind of genius, bravely going right to the heart of things: why we are who we are. It's also incredibly funny. And visually stunning. And page-turningly addictive. And heartbreaking."—Jonathan Safran Foer "Many of us are living out the un-lived lives of our mothers. Alison Bechdel has written a graphic novel about this; sort of like a comic book by Virginia Woolf. You won't believe it until you read it—and you must!"—Gloria Steinem

From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Civil war looms in the Bobiverse in this brand-new, epic-length adventure by best seller Dennis E. Taylor. More than a hundred years ago, Bender set out for the stars and was never heard from again. There has been no trace of him despite numerous searches by his clone-mates. Now Bob is determined to organize an expedition to learn Bender's fate-whatever the cost. But nothing is ever simple in the Bobiverse. Bob's descendants are out to the 24th generation now, and replicative drift has produced individuals who can barely be considered Bobs anymore. Some of them oppose Bob's plan; others have plans of their own. The out-of-control moots are the least of the Bobiverse's problems. Undaunted, Bob and his allies follow Bender's trail. But what they discover out in deep space is so unexpected and so complex that it could either save the universe-or pose an existential threat the likes of which the Bobiverse has never faced.

Have you ever looked into the faces of the people who call you "mom" and wondered what in the world you got yourself into? If you're like many Christian moms today, you've been reading the headlines and watching the rapid-fire changes in our culture with frustration and fear. Let's face it: Moms today are facing questions that previous generations didn't even see coming, and even our right to determine what is best for our own children is under fire. Popular speaker and blogger Heidi St. John (The Busy Mom) believes that today's mothers need a special kind of strength. We need to be strong in the Lord and in the power of His might. We dare not rely on human strength for the battles we're facing right now. In *Becoming MomStrong*, Heidi has a powerful message just for you—the mom in the midst of it all. Through encouragement, practical prayer points, and authentic "me-too" moments, Heidi equips you for a job that only you can do: to train your children to hear God's voice and to walk in truth no matter where our culture is heading. God wants to use this generation of mothers to do something extraordinary: To be strong in the Lord To know who you are in Christ, and To impart that strength to your kids. In other words, He wants you to be MomStrong! So if you're feeling tired or inadequate today, get ready to find new strength as you join Heidi St. John in *Becoming MomStrong*.

2012 Jolt Award finalist! Pioneering the Future of Software Test Do you need to get it right, too? Then, learn from Google. Legendary testing expert James Whittaker, until recently a Google testing leader, and two top Google experts reveal exactly how Google tests software, offering brand-new best practices you can use even if you're not quite Google's size...yet! Breakthrough Techniques You Can Actually Use Discover 100% practical, amazingly scalable techniques for analyzing risk and planning tests...thinking like real users...implementing exploratory, black box, white box, and acceptance testing...getting usable feedback...tracking issues...choosing and creating tools...testing "Docs & Mocks," interfaces, classes, modules, libraries, binaries, services, and infrastructure...reviewing code and refactoring...using test hooks, presubmit scripts, queues, continuous builds, and more. With these techniques, you can transform testing from a bottleneck into an accelerator—and make your whole organization more productive! Why is marriage worth £200,000 a year? Why will having children make you unhappy? Why does happiness from winning the lottery take two years to arrive? Why does time heal the pain of divorce or the death of a loved one – but not unemployment? Everybody wants to be happy. But how much happiness – precisely – will each life choice bring? Should I get married? Am I really going to feel happy about the career that I picked? How can we decide not only which choice is better for us, but how much it's better for us? The result of new, unique research, *The Happiness Equation* brings to a general readership for the first time the new science of happiness economics. It describes how we can measure emotional reactions to different life experiences and present them in ways we can relate to. How, for instance, monetary values can be put on things that can't be bought or sold in the market – such as marriage, friendship, even death – so that we can objectively rank them in order of preference. It also explains why some things matter more to our happiness than others (like why seeing friends is worth more than a Ferrari) while others are worth almost nothing (like sunny weather). Nick Powdthavee – whose work on happiness has been discussed on both the *Undercover Economist* and *Freakonomics* blogs – brings cutting-edge research on how we value our happiness to a general audience, with a style that wears its learning lightly and is a joy to read.

An evocative, gorgeous four-season look at cooking in Maine, with 100 recipes No one can bring small-town America to life better than a native. Erin French grew up in Freedom, Maine (population 719), helping her father at the griddle in his diner. An entirely self-taught cook who used cookbooks to form her culinary education, she now helms her restaurant, *The Lost Kitchen*, in a historic mill in the same town, creating meals that draw locals and visitors from around the world to a dining room that feels like an extension of her home kitchen. The food has been called "brilliant in its simplicity and honesty" by *Food & Wine*, and it is exactly this pure approach that makes Erin's cooking so appealing—and so easy to embrace at home.

New York Times best seller Ever since Gabrielle Stanley Blair became a parent, she's believed that a thoughtfully designed home is one of the greatest gifts we can give our families, and that the objects and decor we choose to surround ourselves with tell our family's story. In this, her first book, Blair offers a room-by-room guide to keeping things sane, organized, creative, and stylish. She provides advice on getting the most out of even the smallest spaces; simple fixes that make it easy for little ones to help out around the house; ingenious storage solutions for the never-ending stream of kid stuff; rainy-day DIY projects; and much, much more.

NEW YORK TIMES BEST SELLER • From the world's leading forest ecologist who forever changed how people view trees and their connections to one another and to other living things in the forest—a moving, deeply personal journey of discovery Suzanne Simard is a pioneer on the frontier of plant communication and intelligence; she's been compared to Rachel Carson, hailed as a scientist who conveys complex, technical ideas in a way that is dazzling and profound. Her work has influenced filmmakers (the *Tree of Souls* of James Cameron's *Avatar*) and her TED talks have been viewed by more than 10 million people worldwide. Now, in her first book, Simard brings us into her world, the intimate world of the trees, in which she brilliantly illuminates the fascinating and vital truths--that trees are not simply the source of timber or pulp, but are a complicated, interdependent circle of life; that forests are social, cooperative creatures connected through underground networks by which trees communicate their vitality and vulnerabilities with communal lives not that different from our own. Simard writes--in inspiring, illuminating, and accessible ways—how trees, living side by side for hundreds of years, have evolved, how they perceive one another, learn and adapt their behaviors, recognize neighbors, and remember the past; how they have agency about the future; elicit warnings and mount defenses, compete and cooperate with one another with sophistication, characteristics ascribed to human intelligence, traits that are the essence of civil societies--and at the center of it all, the Mother Trees: the mysterious, powerful forces that connect and sustain the others that surround them. Simard writes of her own life, born and raised into a logging world in the rainforests of British Columbia, of her days as a child spent cataloging the trees from the forest and how she came to love and respect them—embarking on a journey of discovery, and struggle. And as she writes of her scientific quest, she writes of her own journey--of love and loss, of observation and change, of risk and reward, making us understand how deeply human scientific inquiry exists beyond data and technology, that it is about understanding who we are and our place in the world, and, in writing of her own life, we come to see the true connectedness of the Mother Tree that nurtures the forest in the profound ways that families and human societies do, and how these inseparable bonds enable all our survival.

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often

looks like an episode of *Mad Men*: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. *Start at the End* offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

A special fiftieth anniversary edition of Kurt Vonnegut's masterpiece, "a desperate, painfully honest attempt to confront the monstrous crimes of the twentieth century" (*Time*), featuring a new introduction by Kevin Powers, author of the National Book Award finalist *The Yellow Birds* Selected by the Modern Library as one of the 100 best novels of all time *Slaughterhouse-Five*, an American classic, is one of the world's great antiwar books. Centering on the infamous World War II firebombing of Dresden, the novel is the result of what Kurt Vonnegut described as a twenty-three-year struggle to write a book about what he had witnessed as an American prisoner of war. It combines historical fiction, science fiction, autobiography, and satire in an account of the life of Billy Pilgrim, a barber's son turned draftee turned optometrist turned alien abductee. As Vonnegut had, Billy experiences the destruction of Dresden as a POW. Unlike Vonnegut, he experiences time travel, or coming "unstuck in time." An instant bestseller, *Slaughterhouse-Five* made Kurt Vonnegut a cult hero in American literature, a reputation that only strengthened over time, despite his being banned and censored by some libraries and schools for content and language. But it was precisely those elements of Vonnegut's writing—the political edginess, the genre-bending inventiveness, the frank violence, the transgressive wit—that have inspired generations of readers not just to look differently at the world around them but to find the confidence to say something about it. Authors as wide-ranging as Norman Mailer, John Irving, Michael Crichton, Tim O'Brien, Margaret Atwood, Elizabeth Strout, David Sedaris, Jennifer Egan, and J. K. Rowling have all found inspiration in Vonnegut's words. Jonathan Safran Foer has described Vonnegut as "the kind of writer who made people—young people especially—want to write." George Saunders has declared Vonnegut to be "the great, urgent, passionate American writer of our century, who offers us . . . a model of the kind of compassionate thinking that might yet save us from ourselves." Fifty years after its initial publication at the height of the Vietnam War, Vonnegut's portrayal of political disillusionment, PTSD, and postwar anxiety feels as relevant, darkly humorous, and profoundly affecting as ever, an enduring beacon through our own era's uncertainties. "Poignant and hilarious, threaded with compassion and, behind everything, the cataract of a thundering moral statement."—*The Boston Globe*

NEW YORK TIMES BESTSELLER • A moving memoir about the legendary author's relationship with her own mother. Emma Watson's Our Shared Shelf Book Club Pick! The story of Maya Angelou's extraordinary life has been chronicled in her multiple bestselling autobiographies. But now, at last, the legendary author shares the deepest personal story of her life: her relationship with her mother. For the first time, Angelou reveals the triumphs and struggles of being the daughter of Vivian Baxter, an indomitable spirit whose petite size belied her larger-than-life presence—a presence absent during much of Angelou's early life. When her marriage began to crumble, Vivian famously sent three-year-old Maya and her older brother away from their California home to live with their grandmother in Stamps, Arkansas. The subsequent feelings of abandonment stayed with Angelou for years, but their reunion, a decade later, began a story that has never before been told. In *Mom & Me & Mom*, Angelou dramatizes her years reconciling with the mother she preferred to simply call "Lady," revealing the profound moments that shifted the balance of love and respect between them. Delving into one of her life's most rich, rewarding, and fraught relationships, *Mom & Me & Mom* explores the healing and love that evolved between the two women over the course of their lives, the love that fostered Maya Angelou's rise from immeasurable depths to reach impossible heights. Praise for *Mom & Me & Mom* "Mom & Me & Mom is delivered with Angelou's trademark good humor and fierce optimism. If any resentments linger between these lines, if lives are partially revealed without all the bitter details exposed, well, that is part of Angelou's forgiving design. As an account of reconciliation, this little book is just revealing enough, and pretty irresistible."—*The Washington Post* "Moving . . . a remarkable portrait of two courageous souls."—*People* "[The] latest, and most potent, of her serial autobiographies . . . [a] tough-minded, tenderhearted addition to Angelou's spectacular canon."—*Elle* "Mesmerizing . . . Angelou has a way with words that can still dazzle us, and with her mother as a subject, Angelou has a near-perfect muse and mystery woman."—*Essence*

Living in a "perfect" world without social ills, a boy approaches the time when he will receive a life assignment from the Elders, but his selection leads him to a mysterious man known as the Giver, who reveals the dark secrets behind the utopian facade.

WINNER OF THE MAN ASIAN LITERARY PRIZE When sixty-nine-year-old So-nyo is separated from her husband among the crowds of the Seoul subway station, her family begins a desperate search to find her. Yet as long-held secrets and private sorrows begin to reveal themselves, they are forced to wonder: how well did they actually know the woman they called Mom? Told through the piercing voices and urgent perspectives of a daughter, son, husband, and mother, *Please Look After Mom* is at once an authentic picture of contemporary life in Korea and a universal story of family love.

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

New York Times bestselling author Jennifer A. Nielsen transports readers to a corner of history with this inspiring story of a girl who discovers the strength of her people united in resisting

oppression.

Imagine you could develop a customer-focused culture so powerful that your employees always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. In short, imagine a workplace culture where employees were absolutely obsessed with customer service. The Service Culture Handbook is a step-by-step guide to help you develop a customer-focused culture in your company, department, or location. Whether you're just beginning your journey, or have been working on culture for years, this handbook will prepare you to take the next step. You'll receive actionable advice, straightforward exercises, and proven tools you can utilize immediately. Learn the one thing that forms the foundation of every great culture. Discover what customer-focused companies do differently to engage their employees. And explore ways to strategically align every facet of your organization with outstanding service. Creating and sustaining a customer-focused culture is a never-ending journey that takes hard work, dedication, and commitment. The Service Culture Handbook is an indispensable resource to help you and your employees stay headed in the right direction. Praise for The Service Culture Handbook: "The Service Culture Handbook provides the poignant inspiration and practical instruction for the difficult work of transforming a service culture into one that is distinctive, successful, and permanent." -Chip R. Bell, author of Kaleidoscope: Delivering Innovative Service That Sparkles "Though research continues to uncover the astonishing impact of customer-focused cultures on customer loyalty and business results, few organizations know how to get there. Jeff Toister unlocks that mystery through this practical (and fun to read!) guide to developing a culture that really works." -Brad Cleveland, founding partner and former CEO, International Customer Management Institute

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have \$6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

Everyone has an idea of what a mom is, and each one does the job slightly differently. In How to Spot a Mom, we meet all different types of mom, from the Chatty Mom who's always got a story, to the Rebel Mom who never reads the instructions. This tongue-in-cheek tribute and 'Spotter's Guide' to moms is the perfect Mother's Day gift and can be enjoyed by mothers and children alike.

You've Invested a Lot in Being a Good Mom... Your kids are in school, doing their chores, and cleaning just enough to keep their rooms from being condemned by the Board of Health. But do you want to connect with your children outside your regular routine and find ways to understand, enjoy, and learn more about them? This handy guide offers a straightforward, workable plan to do just that! Including special tips for single moms, blended families, and moms of teens, you will find inspiration to try simple ideas such as planning a family fun night sharing with your child what you like about them surprising them with a special treat writing a love note to your child completing a fun family project Kathi's warm, funny, and thought-provoking expertise will give you the tools and confidence you need to connect with your kids. Small efforts can make a big difference in the life of a child...and in the life of a mom!

Should you take a much-needed vacation or save money for the kids' education? Protect the endangered owl or maintain jobs for loggers? Have a heart-to-heart with a lying employee or fire him on the spot? All of us face ethical choices. Sometimes they're easy: One side is wrong and the other is right. But how do we handle the really tough "right vs. right" dilemmas, where each side has strong moral arguments and we can't do both? This book helps us build Ethical Fitness®—a values-based decision-making process so definitive that it's now a registered trade mark. Rushworth M. Kidder, founder of the Institute for Global Ethics, teaches us how to think for ourselves in order to resolve ethical dilemmas ranging from the intimately personal to the broadly philosophical. Unique in its approach and rich with illustrative anecdotes—updated with examples of real-world conflicts from today's political realm and from Dr. Kidder's own observations—How Good People Make Tough Choices is an indispensable resource for spotting, understanding, and resolving our toughest decisions.

Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

A bestselling modern classic—both poignant and funny—about a boy with autism who sets out to solve the murder of a neighbor's dog and discovers unexpected truths about himself and the world. Nominated as one of America's best-loved novels by PBS's The Great American Read Christopher John Francis Boone knows all the countries of the world and their capitals and every prime number up to 7,057. He relates well to animals but has no understanding of human emotions. He cannot stand to be touched. And he detests the color yellow. This improbable story of Christopher's quest to investigate the suspicious death of a neighborhood dog makes for one of the most captivating, unusual, and widely heralded novels in recent years.

Business startup advice from the former president of the Ewing Marion Kaufmann Foundation and cofounder of Global Entrepreneurship Week and StartUp America, this “thoughtful study of ‘how businesses really start, grow, and prosper’...dispels quite a few business myths along the way” (Publishers Weekly). Carl Schramm, the man described by The Economist as “The Evangelist of Entrepreneurship,” has written a myth-busting guide packed with tools and techniques to help you get your big idea off the ground. Schramm believes that entrepreneurship has been misrepresented by the media, business books, university programs, and MBA courses. For example, despite the emphasis on the business plan in most business schools, some of the most successful companies in history—Apple, Microsoft, Google, Facebook, and hundreds of others—achieved success before they ever had a business plan. Burn the Business Plan punctures the myth of the cool, tech-savvy twenty-something entrepreneur with nothing to lose and venture capital to burn. In fact most people who start businesses are juggling careers and mortgages just like you. The average entrepreneur is actually thirty-nine years old, and the success rate of entrepreneurs over forty is five times higher than that of those under age thirty. Entrepreneurs who come out of the corporate world often have discovered a need for a product or service and have valuable contacts to help them get started. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running a business that will actually work for the rest of us.

This book is a great resource for students who are planning to appear for the CogAT test for getting into Grade 2 (i.e. current 1st grade students). This book also includes useful tips for preparing for the CogAT test. This book has one full length test similar in format to the actual test that will be administered in the CogAT Test. This test has been authored by experienced professional, verified by educators and administered to students who planned on appearing for the CogAT test. This book has 9 sections as listed below Section 1: Picture Analogies Section 2: Sentence Completion Section 3: Picture Classification Section 4: Number Analogies Section 5: Number Puzzles Section 6: Number Series Section 7: Figure Matrices Section 8: Paper Folding Section 9: Figure Classification We have responded to feedback from our customers. The book now includes additional challenging problems that your child can solve to prepare for the test. The book also includes explanation all 9 sections and the bonus problems in this book.

#1 NEW YORK TIMES BESTSELLER • Discover the life-changing memoir that has inspired millions of readers through the Academy Award®-winning actor’s unflinching honesty, unconventional wisdom, and lessons learned the hard way about living with greater satisfaction. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE GUARDIAN “McConaughey’s book invites us to grapple with the lessons of his life as he did—and to see that the point was never to win, but to understand.”—Mark Manson, author of The Subtle Art of Not Giving a F*ck I’ve been in this life for fifty years, been trying to work out its riddle for forty-two, and been keeping diaries of clues to that riddle for the last thirty-five. Notes about successes and failures, joys and sorrows, things that made me marvel, and things that made me laugh out loud. How to be fair. How to have less stress. How to have fun. How to hurt people less. How to get hurt less. How to be a good man. How to have meaning in life. How to be more me. Recently, I worked up the courage to sit down with those diaries. I found stories I experienced, lessons I learned and forgot, poems, prayers, prescriptions, beliefs about what matters, some great photographs, and a whole bunch of bumper stickers. I found a reliable theme, an approach to living that gave me more satisfaction, at the time, and still: If you know how, and when, to deal with life’s challenges—how to get relative with the inevitable—you can enjoy a state of success I call “catching greenlights.” So I took a one-way ticket to the desert and wrote this book: an album, a record, a story of my life so far. This is fifty years of my sights and seens, felts and figured-outs, cools and shamefuls. Graces, truths, and beauties of brutality. Getting away withs, getting caughts, and getting wets while trying to dance between the raindrops. Hopefully, it’s medicine that tastes good, a couple of aspirin instead of the infirmary, a spaceship to Mars without needing your pilot’s license, going to church without having to be born again, and laughing through the tears. It’s a love letter. To life. It’s also a guide to catching more greenlights—and to realizing that the yellows and reds eventually turn green too. Good luck.

Customer experience pioneer Jeanne Bliss shows why “Make Mom Proud” companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: “Would you do that to your mother?” “Make Mom Proud” companies give customers the treatment they desire, and employees the ability to deliver it. They turn “gotcha” moments into “we’ve got your back” moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. “Be the Person I Raised You to Be” Understand how you are hiring, developing and trusting employees to bring the best version of themselves to work. Vail resorts, for example, the world’s largest ski resort operator, banned the three words “Our policy is...” from their vocabulary, freeing employees to take spirited actions to deliver “the experience of a lifetime.” Step 2. “Don’t Make Me Feed You Soap” Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy experience. Step 3. “Put Others Before Yourself” Determine if your focus is on helping customers achieve their goals – and evaluate how that is fueling your growth. Canada’s Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. “Take the High Road” Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader’s Choice Awards, walked away from price gouging at the mini bar, so you’ll never pay more for that Snickers bar than what you’d pay at the corner market. Step 5. “Stop the Shenanigans!” Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance, and a “make-mom-proud-ometer” quiz – the book makes Bliss’s approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you’re contemplating your company’s returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times. A resource for daughters of mothers with narcissistic personality disorder explains how to manage feelings of inadequacy and abandonment in the face of inappropriate maternal expectations and conditional love, in a step-by-step guide that shares recommendations for creating a personalized program for self-protection and recovery. 50,000 first printing.

How to use this book: 8 Chapters; 48 Case studies; 20 Tools; 7 Core skills; 29 Designers; 36 Hacks; >150 Visuals.

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