

Our Team The Stagwell Group

Ten years after his New York Times bestselling book Microtrends, Mark Penn identifies the next wave of trends reshaping the future of business, politics, and culture. Mark Penn has boldly argued that the future is not shaped by society’s broad forces, but by quiet changes within narrow slices of the population. Ten years ago, he showed how the behavior of one small group can exert an outsized influence over the whole of America with his bestselling Microtrends, which highlighted dozens of tiny, counterintuitive trends that have since come to fruition, from the explosion of internet dating to the recent split within the Republican Party. Today, the world is in perplexing upheaval, and microtrends are more influential than ever. In this environment, Penn offers a necessary perspective. Microtrends Squared makes sense of what is happening in the world today. Through fifty new microtrends, Penn illuminates the shifts that are coming in the next decade. He pinpoints the unseen hand behind new power relationships that have emerged—as fringe voters and reactionary politics have found their revival, as online influencers overshadow traditional media, and as the gig economy continues to invade new swathes of industry. He speaks to the next wave of developments coming in technology, social movements, and even dating. Offering a clear vision of the future of business, politics, and culture, Microtrends Squared is a must-read for innovators and entrepreneurs, political and business leaders, and for every curious reader looking to understand the wave of the future when it is just a ripple. A veteran Wall Street Journal editor and authority on branding, marketing and reputation provides the 18 crucial rules for companies to follow in developing and protecting their reputation, which can be their most valuable asset or their worst nightmare. A must read book for senior executives, consultants, advertising, public relations, and marketing professionals. From Enron and WorldCom to the Catholic Church and Major League Baseball, reputation crises have never been more widespread. Now Ronald J. Alsop, a veteran Wall Street Journal authority on branding and reputation management, explains the dangers—and gives organizations the eighteen crucial laws to follow in developing and protecting their reputations. Consider this example of a simple decision made by a low-ranking employee: When rescue workers at the site of the World Trade Center disaster sought bottled water from a nearby Starbucks outlet, they complained that an employee charged them for it. In a matter of hours, the Internet had picked up the story and Starbucks' carefully cultivated worldwide reputation was quickly besmirched. This is just one instance among many of how the business world, ever more global and competitive, has become increasingly difficult to navigate. Studies have demonstrated the powerful impact of reputation on profits and stock prices, and yet less than half of all companies have a formal system for measuring reputation. Clearly, companies in every industry—from Dow Chemical to Disney to DaimlerChrysler—have much more to learn. It is still the rare company that realizes the full value of its reputation: how corporate reputation can enhance business in good times, become a protective halo in turbulent times, and be destroyed in an instant by people at the lowest or highest levels of the corporate ladder. Mr. Alsop provides eighteen thoroughly documented lessons based on years of experience covering every aspect of corporate reputation, with a clear distillation of the complex principles at the heart of a reputation. He explains:

- How to protect your reputation when the inevitable crisis hits
- How to cope with the many hazards in cyberspace
- How to create a reputation for vision and industry leadership
- How to establish a culture of ethical behavior
- How to measure and monitor your ever-changing public image
- How to make employees your reputation champions
- How to decide when it's time to change your name

The result is a book that is important not only for business executives, consultants, and advertising, public relations, and marketing professionals but also for anyone eager to learn more about the companies they work for, buy from, and invest in.

The adviser to Senator Hillary Clinton, Bill Gates, and President Bill Clinton proves that small is big by identifying 75 hidden-in-plain-sight trends that are moving America, revealing that the nation is no longer a melting pot but a collection of communities with many individual tastes and lifestyles. "The ideas in his book will help you see the world in a new way." –Bill Clinton "Mark Penn has a keen mind and a fascinating sense of what makes America tick, and you see it on every page of Microtrends." –Bill Gates In 1982, readers discovered Megatrends. In 2000, The Tipping Point entered the lexicon. Now, in Microtrends, one of the most respected and sought-after analysts in the world articulates a new way of understanding how we live. Mark Penn, the man who identified "Soccer Moms" as a crucial constituency in President Clinton's 1996 reelection campaign, is known for his ability to detect relatively small patterns of behavior in our culture-microtrends that are wielding great influence on business, politics, and our personal lives. Only one percent of the public, or three million people, is enough to launch a business or social movement. Relying on some of the best data available, Penn identifies more than 70 microtrends in religion, leisure, politics, and family life that are changing the way we live. Among them: People are retiring but continuing to work. Teens are turning to knitting. Geeks are becoming the most sociable people around. Women are driving technology. Dads are older than ever and spending more time with their kids than in the past. You have to look at and interpret data to know what's going on, and that conventional wisdom is almost always wrong and outdated. The nation is no longer a melting pot. We are a collection of communities with many individual tastes and lifestyles. Those who recognize these emerging groups will prosper. Penn shows readers how to identify the microtrends that can transform a business enterprise, tip an election, spark a movement, or change your life. In today's world, small groups can have the biggest impact.

This is the digital version of the printed book (Copyright © 2002). The success of systems or software development depends on effective communication. But have you ever had trouble articulating a complex concept? Have you ever doubted that someone truly understood you—or that you completely received someone’s message? Managers and technical professionals have to communicate effectively in order to understand client requirements, build work-related relationships, meet market demands, and survive time pressures. So often, though, communication breaks down, and nothing gets done (or done well, at least). Thankfully, Naomi Karten—author of Managing Expectations—is here to help. Readers learn how to improve the way they handle a wide variety of communication conflicts, from one-on-one squabbles to interdepartmental chaos to misinterpretations between providers and customers. Drawing on a variety of recognizable experiences and on useful models for understanding personalities, such as the Myers-Briggs Type Indicator and the teachings of family therapist Virginia Satir, Karten provides a series of powerful tools and concepts for resolving communication problems—as well as methods for preventing them in the first place. Inadequate communications include misunderstood or missed messages, contradictory or mixed messages, and messages that are intentionally sabotaged. As the author notes, these miscommunications “can have a damaging, puzzling, and counterproductive impact on projects and relationships.” Karten helps readers identify many of the common factors that can cause communication gaps. For example, mistaken assumptions of understanding lack of follow-up unfixed project terminology emotional baggage personality conflicts mismatched communication preferences Karten’s witty, conversational tone makes this book easy to read; her real-life stories and examples make it easy to understand; and her use of hilarious cartoons by Mark Tatro brings her lessons to life. Communication Gaps and How to Close Them is a must-read for anyone who recognizes that the way he or she communicates in professional encounters, as well as in personal ones, can be improved. With Karten’s useful insights and practical techniques, this book will change not only how you communicate but also how you think about communication.

Performance: Media and technology

Business Acumen for Strategic Communicators

A Newspaper History of the Greatest City in the World, from 1671 to the 1939 World's Fair : from the Collection of Eric C. Caren

Journeys to Purpose

How to Create a Movement that Drives Transformational Change

American Icon

Proceedings of International Conference on Machine Intelligence and Data Science Applications

Describes the decisions of the most innovative of the new constitutional courts in post Soviet Central Europe

Wine Grapes is an indispensable book for every wine lover, from some of the world's greatest experts. Where do wine grapes come from and how are they related to each other? What is the historical background of each grape variety? Where are they grown? What sort of wine do they produce? What are the most important wine-growing regions? What is the most important, what do they taste like? Using the most cutting-edge DNA analysis and detailing almost 1,400 distinct grape varieties, as well as myriad correct (and highlighting almost as many incorrect) synonyms, this particularly beautiful book includes revelatory grape facts and wine trivia. Jancis Robinson's world view, nose for good writing and good wines with Julia Harding's expertise and attention to detail plus Dr Vouillamoz's unique level of scholarship, Wine Grapes offers essential and original information in greater depth and breadth than has ever been available. A must-read for wine students, wine experts and wine lovers everywhere.

Attention spans are shrinking and now, more than ever, brands need to create meaningful consumer connections to ensure success...but how? Award-winning marketer Steve Randazzo shares how he's used experiential marketing to help companies like Disney, Pepsi, and Anheuser-Busch create brand loyalty while dramatically reducing annual marketing spend.

What does it take to change the world? This book will show you how to harness the power of CASCADES to create a revolutionary movement! If you could make a change—any change you wanted—what would it be? Would it be something in your organization or your industry? Your community or throughout society as a whole? Creating true change is never easy. Most startups don't survive. Most community groups never get beyond small local actions. Even when a spark catches fire and protesters swarm the streets, it often seems to fizzle out almost immediately. The status quo is, almost by definition, well entrenched and never gives up without a fight. In this groundbreaking book, one of today's top innovation experts delivers a guide for driving transformational change. To truly change the world or even just your little corner of it, you need a leader or a catchy slogan. What you need is a cascade: small groups that are loosely connected but united by a common purpose. As individual entities, these groups may seem inconsequential, but when they synchronize their collective behavior as networks, they become immensely powerful. Through the power of cascades, a company can be made anew, an industry disrupted, or even an entire society reshaped. As Satell takes us through past and present movements, he explains exactly why and how some succeed while others fail.

A Political Education

The Brand Bubble

Bucket List Bars

New York Extra

Madison & Vine

The Athena Doctrine

The New Small Forces Driving Today's Big Disruptions

The advertising industry has reached a critical, dangerous point in its development. Agencies are destroying themselves with growing workloads and declining fees--a recipe for disaster. Madison Avenue Manslaughter outlines the hows and whys of steadily declining fees, increased workloads, diminishing industry morale, kickback scandals and opacity characterizing relationships among advertisers, holding companies, media buying companies and creative ad agencies. Not only does Michael Farmer's exposé offer the world's first effective definition of the real agency problem, it's the first time an advertising expert has offered corrective solutions to avoid inevitable disaster. Michael Farmer's Madison Avenue Manslaughter has been called "required reading for everyone who works in advertising--marketers and agencies alike."

This book is a compilation of peer-reviewed papers presented at the International Conference on Machine Intelligence and Data Science Applications, organized by the School of Computer Science, University of Petroleum & Energy Studies, Dehradun, on September 4 and 5, 2020. The book starts by addressing the algorithmic aspect of machine intelligence which includes the framework and optimization of various states of algorithms. Variety of papers related to wide applications in various fields like image processing, natural language processing, computer vision, sentiment analysis, and speech and gesture analysis have been included with upfront details. The book concludes with interdisciplinary applications like legal, health care, smart society, cyber physical system and smart agriculture. The book is a good reference for computer science engineers, lecturers/researchers in machine intelligence discipline and engineering graduates.

From the bestselling author of World War IV, a brilliant investigation of a central question in American politics and culture. During his career as a neoconservative thinker, Norman Podhoretz has been asked no question more often than “Why are so many Jews liberals?” In this provocative book he sets out to solve this puzzle. He first offers a fascinating account of anti-Semitism in the West to show the historical roots of Jewish mistrust of the right. But, Podhoretz argues, since the Six Day War of 1967 Jewish allegiance to the left no longer makes sense, and yet most Jews continue supporting the Democratic Party and the liberal agenda. Reviewing the history of Jewish political attitudes and examining the available evidence, Podhoretz argues against the conventional explanations for Jewish liberalism—finally proposing his own.

From the sharp decline in CD sales to the fragmentation of network TV audiences, the business models of the entertainment and advertising industries are showing severe cracks. Advertising Age editor Scott Donaton-- who coined the term Madison & VineTM--lays out a case for why these industries will need to converge to survive, overcoming hurdles and creating business models based on content-commerce partnerships. Madison & Vine reveals how new technology is disrupting traditional business models, giving the consumer more control over the product. Donaton explains how these industries will need to overcome distrust, divergent agendas, and creative conflicts to form mutually beneficial alliances--or face the threat of extinction. Examines the factors that threaten business models of the advertising industry and nearly every entertainment industry sector Relates the glamorous inside stories of prominent Madison & Vine alliances "A superb analysis of the intersection of Madison and Vine. This convergence is the future financial model of the entertainment and advertising industries."--Mark Burnett, Creator/Executive Producer of "The Apprentice" and "Survivor" "Scott Donaton [has] written the definitive book about the mutual benefit that happens when filmmakers and marketers collaborate." --Harvey Weinstein, President, Miramax Films Corp. "Scott Donaton does more than lay out a road map of the future. A word to those who want some action in this crazily converging techno-centric world: read this book or be left behind."--Stanley Bing, bestselling author of What Would Machiavelli Do and Fortune magazine columnist "Unique and insightful, Scott provides an insider's look into the evolving business models of entertainment and advertising."--Donny Deutsch, Chairman and CEO, Deutsch Inc. "Scott Donaton knows the most important thing there is to know about the media business and that's what's happening to the advertising business. In this sharp, witting, and prescient book, he imagines the future of our business. It's a new game."--Michael Wolff, author of Autumn of the Moguls and Vanity Fair columnist "If you work in the media businesses, this book might help you figure out what you ought to do with the rest of your life before it's too late."--Kurt Andersen, bestselling author, editor, and host of NPR's "Studio 360"

Tell to Win

Microtrends Squared

The DISCOVER Stories Project

Alan Mulally and the Fight to Save Ford Motor Company

The Loop

The Small Forces Behind Tomorrow's Big Changes

Maryland Farmer

NEW YORK TIMES BESTSELLER • The inside story of Donald Trump’s first two years in Washington as viewed from Capitol Hill, a startling account that turns “Congress into a Game of Thrones book” (Trevor Noah, The Daily Show). Taking readers into secret strategy calls and closed-door meetings from the House to the White House, Politico Playbook writers Jake Sherman and Anna Palmer trace the gamesmanship and the impulsiveness, the dealmaking and the backstabbing, in a blow-by-blow account of the power struggle that roiled Congress. Moving from the fights for advantage between Donald Trump, Nancy Pelosi, and Chuck Schumer; to Mitch McConnell’s merciless, Machiavellian handling of the sexual assault accusations against Supreme Court nominee Brett Kavanaugh; to Paul Ryan’s desperate, failed attempts to keep Mark Meadows from pushing Trump into a government shutdown over immigration, The Hill to Die On bristles with fresh news and tells the story of what really happened in some of the most defining moments our era. Like The West Wing for Congress, or Shattered meets This Town, The Hill to Die On tells an unforgettable story of politics and power, where the stakes going forward are nothing less than the future of America and the lives of millions of ordinary Americans. Praise for The Hill to Die On “[Sherman and Palmer] go deep inside the halls of Congress to document the deal making, backstabbing, power struggles and political knife fights that have roiled the nation’s capital during President Donald Trump’s first two years in office. . . . Anything but boring.”—USA Today, “5 Books Not to Miss” “[The Hill to Die On] painstakingly chronicles the return to divided government and the restoration of an institutional check on a mercurial chief executive. . . . The book depicts a foul-mouthed president in love with his own reflection, a House GOP encased in the amber of self-delusion, and Nancy Pelosi’s unblinking focus on twin prizes: recapturing the House and returning to the speaker’s chair.”—The Guardian “If you are one of the many Americans who hates Congress, this book is for you. In the Washington depicted in Jake Sherman and Anna Palmer’s new book, there are no heroes—only winners and losers. . . . With these lawmakers, Sherman and Palmer get inside their heads and capture what they’re thinking in real time.”—The Washington Post

The rich history of New York unfolds through the city's earliest publications. In 1693, William Bradford's broadside recounts a speech by Governor Benjamin Fletcher regarding Their Majesties Province of New York. Building from there, we are treated to major historical incidents including the execution of Nathan Hale (1776), Washington's farewell to his officers at New York's Fraunces Tavern (1783), Amistad (1839), early engravings of the city, the installation of the Statue of Liberty, the construction Grand Central Terminal, and of many major landmarks through the 1939 Worlds Fair. Immigrants arriving at Ellis Island and reports on city workers combine with social and political scandal to show that some things never really do change. A wonderful gift for anyone who loves New York and its boroughs.

Originally published by Simon and Schuster in 1969, this fine work is based on the personal and professional knowledge of 'corporate oligarchs' of the author, the Chairman of the Board of Ruder, Finn, & Rotman. It presents a candid picture of the corporate oligarch's relation to money, to power, to nepotism, to dreams of dynastic power, to his critics, to politics, to burnishing his own image, and that of his company. These are the men who are said to run America, and this is an informed and sometimes suprising report on what runs them.

A NEW YORK TIMES BESTSELLER An Esquire Best Book of 2017 Remember when presidents spoke in complete sentences instead of in unhinged tweets? Former Obama speechwriter David Litt does. In his comic, coming-of-age memoir, he takes us back to the Obama years – and charts a path forward in the age of Trump. More than any other presidency, Barack Obama’s eight years in the White House were defined by young people – twenty-somethings who didn’t have much experience in politics (or anything else, for that matter), yet suddenly found themselves in the most high-stakes office building on earth. David Litt was one of those twenty-somethings. After graduating from college in 2008, he went straight to the Obama campaign. In 2011, he became one of the youngest White House speechwriters in history. Until leaving the White House in 2016, he wrote on topics from healthcare to climate change to criminal justice reform. As President Obama’s go-to comedy writer, he also took the lead on the White House Correspondents’ Dinner, the so-called “State of the Union of jokes.” Now, in this refreshingly honest memoir, Litt brings us inside Obamaworld. With a humorist’s eye for detail, he describes what it’s like to accidentally trigger an international incident or nearly set a president’s hair aflame. He answers questions you never knew you had: Which White House men’s room is the classiest? What do you do when the commander in chief gets your name wrong? Where should you never, under any circumstances, change clothes on Air Force One? With nearly a decade of stories to tell, Litt makes clear that politics is completely, hopelessly absurd. But it’s also important. For all the moments of chaos, frustration, and yes, disillusionment, Litt remains a believer in the words that first drew him to the Obama campaign: “People who love this country can change it.” In telling his own story, Litt sheds fresh light on his former boss’s legacy. And he argues that, despite the current political climate, the politics championed by Barack Obama will outlive the presidency of Donald Trump. Full of hilarious stories and told in a truly original voice, Thanks, Obama is an exciting debut about what it means – personally, professionally, and politically – to grow up.

Brand Experiences

Conversational Capital

Thanks, Obama

All Too Human

The Choice Factory

Understanding Digital Marketing

Stem Careers

Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future.Understanding Digital Marketing deals with every key topic in detail, including:search marketing,social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

In this fun and provocative page-turner, Michael Fanuele, one of the world’s most successful marketing strategists, shares The Six Skills of Inspiration. With insights from music, politics, business, neuroscience, and a recipe for radishes, Stop Making Sense shares the creative blueprint that can unleash the inspiring leader in all of us. “If Brené Brown and Simon Sinek had a book baby together, you’re looking at it right now. Stop Making Sense is a new manual for learning true leadership. Fanuele’s set of simple principles that changed my life over the last quarter century will change yours in a matter of hours.”—Andrew Zimmern, chef, author, teacher, host and producer of Travel Channel’s Bizarre Foods “Michael Fanuele shows us how our passion and emotion will take us farther than our logic ever can. I can’t convince you to read this book, but I guarantee you’ll be inspired by doing so.”—Beth Comstock, author of Imagine It

Forward and former vice chair, GE “This is the book we need now: a blueprint for leading with heart, passion, and imagination. Fanuele is such a fun and generous storyteller you almost don't realize that he's murdering so many small and cynical voices.” —Andrew Essex, Co-founder, Plan A, author of The End of Advertising, former CEO, Droga5 and Tribeca Enterprises “This funny, swearsy, energetic, challenging book will push you into a whole new way to find that compelling inspiration we'd all secretly like 1000% more of.”—Adam Morgan, author of Eating The Big Fish and A Beautiful Constraint and founder, eatbigfish “The best magic bends your brain, and that's exactly what Michael Fanuele does in Stop Making Sense. With wit and insight, he dismisses the myth that we have to wait for inspiration to strike. He reveals the secrets that can make any of us a muse, dazzling audiences and getting the very best out of our teams, families, and most important, ourselves.”—David Kwong, magician, “The Enigmatist,” author of Spellbound, puzzle creator, and producer

The Winning Way: Learnings From Sport for Managers is a guidebook that pinpoints factors that lead to success. Harsha and Anita Bhogle list out these factors that ensure proven and consistent results even when the level of competition surges. The book makes for an interesting read because these concepts are explained from a sports perspective. They explore and unpeel the mantra behind victorious teams and sporting legends. If you have ever been stumped by the stupendous success of great sportsmen who deliver every single time, The Winning Way: Learning From Sport for Managers spells out the formula. This book comes as a fresh take on leadership from a unique point of view. Harsha and Anita Bhogle take readers through many interesting points, thanks to their wide experience in management and their tryst with sports as well.

BUILD AN INVINCIBLE BRAND IN THIS UNCERTAIN WORLD The potential risks in modern-day business are greater, more dynamic, and less predictable than ever before. And yet, the greatest exposure does not lie within these risks. Rather, it lies in having a team that is not prepared to anticipate, foresee, or respond to a rising threat, and its impact on your reputation, revenue, and relationships in real time. No matter your level of security, due diligence, or control, the reality is that we live in uncertain times. Organizations are prone to a multitude of risks that can attack from every angle. When your team is Crisis Ready, your organization is prepared for anything and everything that the modern world can throw at it.

Crisis Ready
How Women (and the Men Who Think Like Them) Will Rule the Future
Marketing Strategies for Engaging the Digital Generation
A Primer
The Winning Way
How to Disappear
The 18 Immutable Laws of Corporate Reputation

This collection reflects not only the multidisciplinary nature of current thinking about performance, but also the complex and contested nature of the concept itself.

Before you can influence decisions, you need to understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. The Choice Factory is the new advertising essential.

“In The Tipping Point, Malcolm Gladwell presents an important idea without any ‘how to.’ Now Bertrand Cesvet provides the ‘how to’ you need to create ‘Tipping Points’ for your business and success. This book is a compelling presentation of a powerful idea. This is how the new world will do business. Highly recommended if you care about your future.” Stewart Emery, coauthor of international best-seller Success Built to Last “Ultimately, magic is unexplainable. Still, Conversational Capital provides the most insightful analysis of what makes our shows ring in the heart of fans.” Guy Laliberte, founder, Cirque du Soleil “Like all great ideas, Conversational Capital is at its core simple: word-of-mouth momentum can be created, harnessed, and used to build consumer passion for a brand better and more cost-effectively than almost any other marketing medium.” Rupert Duchesne, CEO of Aeroplan “Marketing is an art that Conversational Capital turns smartly into science. This book provides the complete prescription for getting consumers excited about your ideas.” Jim Champy, coauthor, Reengineering the Corporation, and author, Outsmart! Embed into Your Products and Experiences the Ingredients that Drive Advocacy: Create products and services that consumers find truly significant Intensity consumption experiences to transform your brands into market leaders Don't settle for serendipity: manage and control the word-of-mouth around your brand by manipulating eight powerful experience amplifiers For all the books that speak of the value of consumer advocacy, few indicate how to create it to begin with. Armed with a compelling set of examples from their own work in fostering leading brands, the authors reveal the triggers of word-of-mouth and a process to embedding them in your own products, helping you create stuff people love to talk about. From Bertrand Cesvet, chairman of Sid Lee, a leading purveyor of experiential design and communications services that leverages commercial creativity for breakthrough brands including Cirque du Soleil, adidas, and Red Bull. 1% of the proceeds from the royalties earned by the authors will be donated to the One Drop Foundation. The mission of the One Drop™ Foundation is to fight poverty around the world by giving everyone access to safe water.

F. Scott Fitzgerald is best known for his novels such as THE GREAT GATSBY, but during his all-too-brief literary life, he sold some 160 short stories to popular magazines. Here, noted scholar and biographer Matthew Bruccoli assembles in one volume the full scope of the best of Fitzgerald's short fiction. These 43 sparkling masterpieces are offered in a handsome Scribner Classics edition, perfect for the home library.

Madison Avenue Manslaughter
25 behavioural biases that influence what we buy
Cascades: How to Create a Movement that Drives Transformational Change
Connect, Persuade and Triumph with the Hidden Power of Story
How to Create Stuff People Love to Talk About
Microtrends
The Art of Inspiring Anybody

The DISCOVER Stories Project is an anthology of life stories written by Lewis University faculty and staff exploring how each discovered and responded to their unique calling. The Stories Project is part of the DISCOVER Initiative, a University-wide program designed to support the exploration of vocation and calling in the undergraduate student experience.

How to use brands to gain and sustain competitive advantage Companies today face a dilemma in marketing. The tried-and-true formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, Gerzema and LeBar offer credible evidence--drawn from a detailed analysis of a decade's worth of brand and financial data using Y&R's Brand Asset Valuator (BAV), the largest database of brands in the world--that business is riding on yet another bubble that is ready to burst--a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, Gerzema asserts they're dead wrong--these metrics do not add to increased asset value. In fact, by following them, they actually hasten the declining value of their brands. Using a five-stage model, The Brand Bubble reveals how today's successful brands--and tomorrow's--have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized differentiation." Gerzema reveals how brands with energized differentiation achieve better financial performance than traditional brands have. Plus, Gerzema helps readers develop energized differentiation in their own brands, creating consumer-centric and sustainable organizations.

Stories have always had the power to move, but it has only recently become clear that purposeful stories - those created with a specific mission in mind - are essential in persuading others to support a vision or cause. For Peter Guber, what began as a knack for telling stories as one of the world's leading entertainment executives has evolved into a set of principles that anyone can use to achieve their goals - whatever you do in life, you need to be able to tell a good story. In Tell to Win Guber explains how to move beyond PowerPoint slides and spreadsheets to create purposeful stories that can serve as powerful calls to action. He reveals the best way to get noticed, how to turn passive listeners into active participants, and how technology can be used to ensure audience commitment. Featuring wisdom from Guber's meetings with (and lessons from) everyone from Nelson Mandela to YouTube founder Chad Hurley, and Muhammed Ali to Steven Spielberg (who he tutored in making films), Tell to Win entertainingly shows how to craft, deliver and own a story that is capable of turning others into viral advocates for your goal.

Find your way to the most historic saloons, pubs, and dives of America. These are the watering holes that shaped our nation and created our country. Find the favorite spots of our Founding Fathers, the places where the most well-known celebrities could relax, and the joints that most wouldn't walk into without a bodyguard. For each bar, you will get a complete history taken directly from the owners and bartenders. You'll find out what to expect when you go today. You'll get advice on what drinks and food to order. And we'll even share insider's tips so you won't stand out like a tourist. You'll also get instant access to brief online documentaries made for each bar so you'll know before going exactly what to expect, what to order, and who to talk to. Bucket List Bars is the definitive guide to the historic saloons, pubs, and dives of America. Also Included: • QR Code-Linked Documentary Video of Each Bar—A First of its Kind for Guidebooks • QR Code-Linked Videos of Their Signature Drinks So You Know What to Order • Nearby Distractions in the Area To Make Each Visit Complete • Other Notable Bars Nearby To Visit If You Have the Time Featuring: Austin Boston Area Chicago Denver El Paso area Las Vegas Los Angeles New York City Philadelphia San Antonio San Francisco Tucson Area -- This book provides travel-guide like information to business travelers, history buffs and drinking culture enthusiasts. My partner and I have spent the last year traveling the country filming, photographic and documenting almost 50 historic bars from New York to Los Angeles, from 1673 to 1968. We've not only written about these, but also created brief documentaries of each that showcases them in their historic context, provides an assessment of food, drink, decor, etc, and interviews the bartenders and owners. Each chapter will include QR codes linking the reader to these videos that they can watch on their mobile device for free. This will be the first book in a multi-book series based on the same theme.

Communication Gaps and How to Close Them
The Hungarian Constitutional Court
Constitutional Judiciary in a New Democracy
The iPhone Photography Book
Building Connections in a Digitally Cluttered World
Wine Grapes
Turning Point

The inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

Gallagher Finch, a debut author battling addiction and writer's block, awakens on his birthday to find a call girl viciously murdered in his home. The mystery behind her murder might just be the story he has been dying to sell, but when he becomes the main suspect in a loop of blood, lies, and deceit, he discovers the truth behind fiction might be enough to put him behind bars, or worse... in the ground.

Learn to take great photos with your iPhone—the camera you always have with you!

Imagine if someone took the same photographic techniques, principles, and tools used by high-end and professional photographers, but applied them to shooting with an iPhone. Imagine the type of images you'd be able to create using those same ideas. Well, finally, somebody has.

The world's #1 best-selling photography techniques author is about to break all the rules as he shows you how to apply the same techniques today's top pro photographers use to make stunning images. You're going to learn exactly how to use these techniques to create images that people will just not believe you could actually take with a phone (but with the quality of the iPhone's camera, you absolutely can!).

Scott leaves all the techno-speak behind and, instead, treats the whole book as if it were just you and he out on a shoot with your iPhones, using his trademark casual, plain-English writing style to help you unlock the power of your iPhone to make the type of pictures you never thought could be done with a phone. You'll learn:

- Which tools to use to make pro-quality portraits in any lighting situation.
- How to create stunning landscape shots that people will swear you took with an expensive DSLR or mirrorless camera.
- Proven posing techniques that flatter your subject and make anyone you photograph look their very best in every shot.
- How to organize and edit your photos like a pro!
- The pros' top tips for making amazing shots of everything from flowers to product shots, from food photography to travel shots, and everything in between.

Each page covers a single concept, a single tool, or a trick to take your iPhone photography from snapshots to shots that will make your friends and family say, “Wait...you took this?!”

The CSIS Commission on Countering Violent Extremism, co-chaired by Tony Blair and Leon Panetta, was formed to develop a comprehensive and actionable blueprint to combat the growing appeal of violent extremism in the United States and abroad. This report is the culmination of the Commission's work.

Creating, Protecting, and Repairing Your Most Valuable Asset
The Corporate Oligarch
My Hopey, Changey White House Years
Erase Your Digital Footprint, Leave False Trails, and Vanish Without a Trace
The One Minute Entrepreneur
The Looming Crisis in Brand Value and How to Avoid It
Megadeals

With so many start-ups struggling to survive beyond their first year of trading, what are the key things that will ensure a business makes the right start? Multi-million copy selling author Ken Blanchard returns with much-needed advice on how to create and sustain a successful business, delivered in the inimitable ONE MINUTE style. THE ONE MINUTE ENTREPRENEUR focuses on three key areas: 1. Finance and how to manage your money effectively 2. People and the importance of empowerment 3. Customers and how to take care of them Why one minute you may ask? Well, in the words of Ken Blanchard, the best advice we ever received was given in less than a minute. THE ONE MINUTE ENTREPRENEUR contains all the short but meaningful insights that we've come to expect from this publishing phenomenon, delivered in a highly accessible way and with a splash of wry humour.

For the first time in paperback we bring you the authoritative and comprehensive guide for people who seek to protect their privacy as well as for anyone who's ever entertained the fantasy of disappearing--whether actually dropping out of sight or by eliminating the traceable evidence of their existence. Written by the world's leading experts on finding people and helping people avoid being found, How to Disappear covers everything from tools for disappearing to discovering and eliminating the nearly invisible tracks and clues we tend to leave wherever we go. Learn the three keys to disappearing, all about your electronic footprints, the dangers and opportunities of social networking sites, and how to disappear from a stalker. Frank Ahearn and Eileen Horan provide field-tested methods for maintaining privacy, as well as tactics and strategies for protecting personal information and preventing identity theft. They explain and illustrate key tactics such as misinformation (destroying all the data known about you); disinformation (creating fake trails); and, finally, reformation--the act of getting you from point A to point B without leaving clues. Ahearn illustrates every step with real-life stories of his fascinating career, from undercover work to nabbing department store employees to a stint as a private investigator; and, later, as a career "skip tracer" who finds people who don't want to be found. In 1997, when news broke of President Bill Clinton's dalliance with a

White House intern, Ahearn was hired to find her. When Oscar statuettes were stolen in Beverly Hills, Ahearn pinpointed a principal in the caper to help solve the case. When Russell Crowe threw a telephone at a hotel clerk in 2005, Ahearn located the victim and hid him from the media. An indispensable resource not just for those determined to become utterly anonymous, but also for just about anyone in the brave new world of on-line information, How to Disappear sums up Ahearn's dual philosophy: Don't break the law, but know how to protect yourself. All Too Human is a new-generation political memoir, written from the refreshing perspective of one who got his hands on the levers of awesome power at an early age. At thirty, the author was at Bill Clinton's side during the presidential campaign of 1992, & for the next five years he was rarely more than a step away from the president & his other advisers at every important moment of the first term. What Liar's Poker did to Wall Street, this book will do to politics. It is an irreverent & intimate portrait of how the nation's weighty business is conducted by people whose egos & idiosyncrasies are no sturdier than anyone else's. Including sharp portraits of the Clintons, Al Gore, Dick Morris, Colin Powell, & scores of others, as well as candid & revelatory accounts of the famous debacles & triumphs of an administration that constantly went over the top, All Too Human is, like its author, a brilliant combination of pragmatic insight & idealism. It is destined to be the most important & enduring book to come out of the Clinton administration.

New York Times Bestseller How feminine values can solve our toughest problems and build a more prosperous future Among 64,000 people surveyed in thirteen nations, two thirds feel the world would be a better place if men thought more like women. This marks a global trend away from the winner-takes-all, masculine approach to getting things done. Drawing from interviews at innovative organizations in eighteen nations and at Fortune 500 boardrooms, the authors reveal how men and women alike are recognizing significant value in traits commonly associated with women, such as nurturing, cooperation, communication, and sharing. The Athena Doctrine shows why femininity is the operating system of 21st century prosperity. Advocates a new way to solve today's toughest problems in business, education, government, and more Based on a landmark survey and results from Young & Rubicam's respected Brand Asset Valuator's global survey, as well as on-the-ground interviews in 18 countries From acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'Antonio Brought to life through real world examples and backed by rigorous data, The Athena Doctrine shows how feminine traits are ascending—and bringing success to people and organizations around the world. By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.

The Secret to Creating and Sustaining a Successful Business

Stop Making Sense

Historic Saloons, Pubs, and Dives of America

The Short Stories of F. Scott Fitzgerald

Why Are Jews Liberals?

A New Comprehensive Strategy for Countering Violent Extremism

Business acumen has emerged as a critical competency for communicators. But if you're a public relations, advertising or communication professional that didn't go to business school, how can you make sure you have the abilities and skills to evolve along with your role? Business Acumen for Strategic Communicators is the book for you.

Microtrends Squared The New Small Forces Driving Today's Big Disruptions Simon & Schuster

In this hands-on book, Aberg and Engman reveal the five cornerstones of a successful megadeal and explore the many complexities surrounding them. They also provide a unique cutting-edge approach to complex selling that blends account-based marketing and sales with enterprise social selling in a way that will transform your sales and marketing team.

The STEM Careers series lets readers discover the fascinating work that scientists do. STEM Careers explores the scientific fields these jobs are in, the people who perform them, and the skills needed to do them well. Each book in this series features first-hand accounts of scientists, detailed descriptions of equipment and tools, and other information that is sure to engage even the most reluctant readers. STEM Careers is a series of AV2 media enhanced books. A unique book code printed on page 2 unlocks multimedia content. These books come alive with video, audio, weblinks, slideshows, activities, hands-on experiments, and much more.

The Battle for Congress and the Future of Trump's America

The Hill to Die On

MIDAS 2020

A complete guide to 1,368 vine varieties, including their origins and flavours