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## The Excellence Habit

The epic history of how antibiotics were born, saving millions of lives and creating a vast new industry known as Big Pharma. As late as the 1930s, virtually no drug intended for sickness did any good; doctors could set bones, deliver babies, and offer palliative care. That all changed in less than a generation with the discovery and development of a new category of medicine known as antibiotics. By 1955, the age-old evolutionary relationship between humans and microbes had been transformed, trivializing once-deadly infections. William Rosen captures this revolution with all its false starts, lucky surprises, and eccentric characters. He explains why, given the complex nature of bacteria—and their ability to rapidly evolve into new forms—the only way to locate and test potential antibiotic strains is by large-scale, systematic, trial-and-error experimentation. Organizing that research needs large, well-funded organizations and businesses, and so our entire scientific-industrial complex, built around the pharmaceutical company, was born. Timely, engrossing, and eye-opening, *Miracle Cure* is a must-read science narrative—a drama of enormous range, combining science, technology, politics, and economics to illuminate the reasons behind one of the most dramatic changes in humanity's relationship with nature since the invention of agriculture ten thousand years ago.

## The Water Wars

- More than 500 appearances on national bestseller lists
- #1 Wall Street Journal, New York Times, and USA Today
- Won 12 book awards
- Translated into 35 languages
- Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy

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on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to \* cut through the clutter \* achieve better results in less time \* build momentum toward your goal\* dial down the stress \* overcome that overwhelmed feeling \* revive your energy \* stay on track \* master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

### **The Most Powerful Goal Achievement System in the World**

Welcome to a future where water is more precious than oil or gold Hundreds of millions of people have already died, and millions more will soon fall-victims of disease, hunger, and dehydration. It is a time of drought and war. The rivers have dried up, the polar caps have melted, and drinkable water is now in the hands of the powerful few. There are fines for wasting it and prison sentences for exceeding the quotas. But Kai didn't seem to care about any of this. He stood in the open road drinking water from a plastic cup, then spilled the remaining drops into the dirt. He didn't go to school, and he traveled with armed guards. Kai claimed he knew a secret-something the government is keeping from us And then he was gone. Vanished in the middle of the night. Was he kidnapped? Did he flee? Is he alive or dead? There are no clues, only questions. And no one can guess the lengths to which they will go to keep him silent. We have to find him-and the truth-before it is too late for all of us.

### **James Madison**

Trump University Marketing 101 combines the biggest name in business with the 40-year teaching experience of one of the most well-known marketing thinkers in academia. Without an MBA in marketing, how can today's entrepreneurs and business owners stay on top of what's happening in marketing? How can they find the best new ideas and avoid those tactics that don't work or just lead to trouble? Trump University Marketing 101 presents all the basics of a marketing MBA. Each chapter focuses on one key marketing idea and explores it in a straightforward, non-academic manner with exercises and examples that show the idea in action. But more than basic instruction, Sexton also includes his own methodologies for making vital marketing decisions--the same methodologies major corporations pay top-dollar to have him teach their employees. Don Sexton is Professor of Business at Columbia University and principle of The Arrow Group, Ltd.®, a marketing consulting and training firm whose clients have included GE, Citigroup, IBM, and Pfizer, among many others. He has taught at Columbia for more than 35 years, is a recipient of the Business School's Distinguished Teaching Award, and has written

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numerous articles on marketing and branding issues. He is often quoted in prominent media such as The New York Times, Business Week, and Beijing's China Economic Daily.

### **Powerful Ideas of Science and How to Teach Them**

Draws on real-life stories and figures, including Martin Luther King, Jr. and Steve Jobs, to examine the qualities a good leader requires in order to inspire and motivate people.

### **Equalities**

INSTANT NEW YORK TIMES BESTSELLER. "The Sapiens of 2020."---The Guardian From the author of the New York Times bestseller Utopia for Realists comes "the riveting pick-me-up we all need right now" (People), the #1 Dutch bestseller Humankind, which offers a "bold" (Daniel H. Pink), "extraordinary" (Susan Cain) argument that humans thrive in a crisis and that our innate kindness and cooperation have been the greatest factors in our long-term success on the planet. "Humankind made me see humanity from a fresh perspective." ---Yuval Noah Harari, author of the #1 bestseller Sapiens If there is one belief that has united the left and the right, psychologists and philosophers, ancient thinkers and modern ones, it is the tacit assumption that humans are bad. It's a notion that drives newspaper headlines and guides the laws that shape our lives. From Machiavelli to Hobbes, Freud to Pinker, the roots of this belief have sunk deep into Western thought. Human beings, we're taught, are by nature selfish and governed primarily by self-interest. But what if it isn't true? International bestseller Rutger Bregman provides new perspective on the past 200,000 years of human history, setting out to prove that we are hardwired for kindness, geared toward cooperation rather than competition, and more inclined to trust rather than distrust one another. In fact this instinct has a firm evolutionary basis going back to the beginning of Homo sapiens. From the real-life Lord of the Flies to the solidarity in the aftermath of the Blitz, the hidden flaws in the Stanford prison experiment to the true story of twin brothers on opposite sides who helped Mandela end apartheid, Bregman shows us that believing in human generosity and collaboration isn't merely optimistic---it's realistic. Moreover, it has huge implications for how society functions. When we think the worst of people, it brings out the worst in our politics and economics. But if we believe in the reality of humanity's kindness and altruism, it will form the foundation for achieving true change in society, a case that Bregman makes convincingly with his signature wit, refreshing frankness, and memorable storytelling.

### **The Brothers Karamazov**

A sweeping psychological history of human goodness -- from the foundations of evolution to the modern political and social challenges humanity is now facing. How did humans, a species of self-centered apes, come to care about others? Since Darwin, scientists have tried to answer this question using evolutionary theory. In The Kindness of Strangers, psychologist Michael E. McCullough shows why they have failed and offers a new explanation instead. From the moment

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nomadic humans first settled down until the aftermath of the Second World War, our species has confronted repeated crises that we could only survive by changing our behavior. As McCullough argues, these choices weren't enabled by an evolved moral sense, but with moral invention -- driven not by evolution's dictates but by reason. Today's challenges -- climate change, mass migration, nationalism -- are some of humanity's greatest yet. In revealing how past crises shaped the foundations of human concern, *The Kindness of Strangers* offers clues for how we can adapt our moral thinking to survive these challenges as well.

### **Advanced R**

“Anyone with a passing interest in economic history will thoroughly enjoy” this account of how industry transformed the world (*The Seattle Times*). In less than one hundred and fifty years, an unlikely band of scientists, spies, entrepreneurs, and political refugees took a world made of wood and powered by animals, wind, and water, and made it into something entirely new, forged of steel and iron, and powered by steam and fossil fuels. This “entertaining and informative” account weaves together the dramatic stories of giants such as Edison, Watt, Wedgwood, and Daimler with lesser-known or entirely forgotten characters, including a group of Japanese samurai who risked their lives to learn the secrets of the West, and John “Iron Mad” Wilkinson, who didn’t let war between England and France stop him from plumbing Paris (*The Wall Street Journal*). “Integrating lively biography with technological clarity, Weightman converts the Industrial Revolution into an enjoyably readable period of history.” —Booklist “Skillfully stitching together thumbnail sketches of a large number of inventors, architects, engineers, and visionaries. . . . Weightman expertly marshals his cast of characters across continents and centuries, forging a genuinely global history that brings the collaborative, if competitive, business of industrial innovation to life.” —*The New York Times Book Review*

### **The Influence of Sea Power Upon History, 1660-1783**

Turned-off customers produce devastating ripple effects that quickly drag companies into a morass of mediocrity, while organizations that apply a constant flow of customer-centered innovations see consistent strengthening of their customer base. This book will get all managers and employees thinking about the little things that can make all the difference.

### **Excellence Through Equity**

This majestic new biography of James Madison explores the astonishing story of a man of vaunted modesty who audaciously changed the world. Among the Founding Fathers, Madison was a true genius of the early republic. Outwardly reserved, Madison was the intellectual driving force behind the Constitution and crucial to its ratification. His visionary political philosophy and rationale for the union of states--so eloquently presented in *The Federalist* papers--helped shape the country Americans live in today.

### **The ONE Thing**

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\*Named the Best Motivational book of 2016 by the Independent Book Publishing Professionals Group and Eric Hoffer Award finalist for non-fiction. The Excellence Habit is biography of an idea, and the idea is simple. The main source of success is excellence, and excellence depends more on our internal circumstances; Grit, determination, and the discipline to put in the hard work as a matter of habit

### **Trump University Marketing 101**

Three brothers and their relations in 19th century Russia provide the base for a sweeping epic overview of human striving, folly and hope. First published in 1880, The Brothers Karamazov is a landmark work in every respect. Revolving around shiftless father Fyodor Pavlovich Karamazov are the fates of his three sons, each of whom has fortunes entwined with the others. The eldest son, Dimitri, seeks an inheritance from his father and becomes his rival in love. Ivan, the second son, is so at odds with the world that he is driven near to madness, while the youngest, Alexi, is a man of faith and a natural optimist. These personalities are drawn out and tested in a crucible of conflict and emotion as the author forces upon them fundamental questions of morality, faith, reason and responsibility. This charged situation is pushed to its limit by the addition of the unthinkable, murder and possible patricide. Using shifting viewpoints and delving into the minds of his characters, Dostoevsky adopted fresh techniques to tell his wide-reaching story with power and startling effectiveness. The Brothers Karamazov remains one of the most respected and celebrated novels in all literature and continues to reward readers beyond expectation. With an eye-catching new cover, and professionally typeset manuscript, this edition of The Brothers Karamazov is both modern and readable.

### **Tools and Weapons**

With an enduring grasp of human nature, Dale Carnegie's How to Win Friends and Influence People teaches his readers how to handle people without letting them feel manipulated, how to make people feel important without inspiring resentment, how win people over to your point of view without causing offence, and how to make a friend out of just about anyone. Published in 1937, Carnegie's How to Win Friends and Influence People, was originally written as a companion book to his lectures on how to be a good salesperson. However, what began as a basic sales primer, quickly exploded into an overnight success, eventually selling more than 15 million copies worldwide, and pioneering an entire genre of self-help and personal success books. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

### **The Discourse of Neoliberalism**

The #1 NEW YORK TIMES Bestseller The basis for the PBS Ken Burns Documentary The Gene: An Intimate History From the Pulitzer Prize-winning author of The Emperor of All Maladies—a fascinating history of the gene and “a magisterial account of how human minds have laboriously, ingeniously picked apart what

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makes us tick" (Elle). "Sid Mukherjee has the uncanny ability to bring together science, history, and the future in a way that is understandable and riveting, guiding us through both time and the mystery of life itself." -Ken Burns "Dr. Siddhartha Mukherjee dazzled readers with his Pulitzer Prize-winning *The Emperor of All Maladies* in 2010. That achievement was evidently just a warm-up for his virtuoso performance in *The Gene: An Intimate History*, in which he braids science, history, and memoir into an epic with all the range and biblical thunder of *Paradise Lost*" (The New York Times). In this biography Mukherjee brings to life the quest to understand human heredity and its surprising influence on our lives, personalities, identities, fates, and choices. "Mukherjee expresses abstract intellectual ideas through emotional stories...[and] swaddles his medical rigor with rhapsodic tenderness, surprising vulnerability, and occasional flashes of pure poetry" (The Washington Post). Throughout, the story of Mukherjee's own family—with its tragic and bewildering history of mental illness—reminds us of the questions that hang over our ability to translate the science of genetics from the laboratory to the real world. In riveting and dramatic prose, he describes the centuries of research and experimentation—from Aristotle and Pythagoras to Mendel and Darwin, from Boveri and Morgan to Crick, Watson and Franklin, all the way through the revolutionary twenty-first century innovators who mapped the human genome. "A fascinating and often sobering history of how humans came to understand the roles of genes in making us who we are—and what our manipulation of those genes might mean for our future" (Milwaukee Journal-Sentinel), *The Gene* is the revelatory and magisterial history of a scientific idea coming to life, the most crucial science of our time, intimately explained by a master. "The Gene is a book we all should read" (USA TODAY).

### **The Only Plane in the Sky**

"A tour de force."—Gordon S. Wood, New York Times Book Review How were human rights invented, and how does their tumultuous history influence their perception and our ability to protect them today? From Professor Lynn Hunt comes this extraordinary cultural and intellectual history, which traces the roots of human rights to the rejection of torture as a means for finding the truth. She demonstrates how ideas of human relationships portrayed in novels and art helped spread these new ideals and how human rights continue to be contested today.

### **The Dawn of Innovation**

"Discusses the invention of the John Deere plow and the man behind it, including the idea, the obstacles, and the eventual success"--

### **The Kindness of Strangers**

Expectations Investing is well worth picking up. -Financial Executive Expectations Investing offers a fundamentally new alternative for identifying value-price gaps, built around a deceptively simple and obvious tool: a company's stock price. The authors walk readers step-by-step through their breakthrough method, revealing how portfolio managers, security analysts, investment advisors, and individual investors can more accurately evaluate established and "new economy" stocks

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alike-and translate shareholder value from theory to reality. AUTHORBIO: Alfred Rappaport directs Shareholder Value Research for L.E.K. Consulting and is a Professor Emeritus at Northwestern's Kellogg School. Michael J. Mauboussin is Credit Suisse First Boston's Chief U.S. Investment Strategist and an adjunct professor at Columbia University.

### **Miracle Cure**

Do you know what economists mean when they refer to you as a 'rational agent'? Or why a psychologist might label your idea a 'creative insight'? Or how a philosopher could be logical but also passionate in persuading you to obey 'moral imperatives'? Or why scientists disagree about the outcomes of experiments comparing drug treatments and disease risk factors? After reading this book, you will know how the best and brightest thinkers judge the ways we decide, argue, solve problems and tell right from wrong. But you will also understand why, when we don't meet these standards, it is not always a bad thing. The answers are rooted in the way the human brain has been wired over evolutionary time to make us kinder and more generous than economists think we ought to be, and more resistant to change and persuasion than scientists and scholars think we ought to be.

### **Justinian's Flea**

Explores the internal workings of neoliberalism by dissecting the diverse interpretations that have been advanced in academia. Using a critical geographical approach the book arrives at a discursive understanding of neoliberalism by combining interpretations from political economy with poststructuralist thought.

### **The Industrial Revolutionaries**

"The Most Powerful Idea in the World argues that the very notion of intellectual property drove not only the invention of the steam engine but also the entire Industrial Revolution." -- Back cover.

### **Luck Egalitarianism**

In Whistling Vivaldi, described as a 'beautifully-written account' of the relationship between stereotypes and identity, Claude Steele offers a vivid first-person detailing of the research that brought him to his groundbreaking conclusions. Through the telling of dramatic personal stories, Dr. Steele shares the process of constructing and completing experiments and statistical studies that show that exposing subjects to stereotypes - merely reminding a group of female math majors about to take a math test, for example, that women are considered naturally inferior to men at math - impairs their performance in the area affected by the stereotype. Steele's conclusions shed new light on a host of American social phenomena, from the racial and gender gaps in standardized test scores to the belief in the superior athletic prowess of black men. As Homi Bhabha states, 'Steele's book is both urgent and important in understanding the tyranny of the stereotype and liberating ourselves from its derogatory, one-dimensional vision.' Whistling Vivaldi presents a

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new way of looking at identity and the way it is shaped by social expectations, and, in Richard Thompson Ford's words, 'offers a clear and compelling analysis and, better still, straightforward and practical solutions.'

### **Good Thinking**

Excellence Through Equity is an inspiring look at how real-world educators are creating schools where all students are able to thrive. In these schools, educators understand that equity is not about treating all children the same. They are deeply committed to ensuring that each student receives what he or she individually needs to develop their full potential and succeed. To help educators with what can at times be a difficult and challenging journey, Blankstein and Noguera frame the book with five guiding principles of Courageous Leadership: Getting to your core Making organizational meaning Ensuring constancy and consistency of purpose Facing the facts and your fears Building sustainable relationships. They further emphasize that the practices are grounded in three important areas of research that are too often disregarded: (1) child development, (2) neuroscience, and (3) environmental influences on child development and learning. You'll hear from Carol Corbett Burris, Michael Fullan, Marcus J. Newsome, Paul Reville, Susan Szachowicz, and other bold practitioners and visionary thinkers who share compelling and actionable ideas, strategies, and experiences for closing the achievement gap in your classrooms and school. Ensuring that all students receive an education that cultivates their talents and potential is in all our common interest. As Andy Hargreaves writes in the coda: "The opportunity for all Americans is to articulate and believe in an inspiring vision of educational change that is about what the next generation of America and Americans should become, not about a target or ranking that the nation should attain." From the Foreword by Archbishop Desmond Tutu: "Letting go of a system of winners and losers in favor of what is proposed in this book is a courageous leap forward that we all must take together. Let this bold, practical book be a guide; and may you travel into this new exciting vista, in which every child can succeed."

### **How to Be an Antiracist**

Achieve your goals 10 times faster with this unique goal achievement system. If you've ever wanted a practical easy to use guide that allows you to achieve a far happier and more successful life, then this book contains everything you need. Get what you want faster and more simply than you may have ever thought possible! Also includes a free course

### **Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do (Issues of Our Time)**

From Microsoft's president and one of the tech industry's wisest thinkers comes a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates.

### **The Most Powerful Idea in the World**

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How should we decide which inequalities between people are justified, and which are unjustified? One answer is that such inequalities are only justified where there is a corresponding variation in responsible action or choice on the part of the persons concerned. This view, which has become known as 'luck egalitarianism', has come to occupy a central place in recent debates about distributive justice. This book is the first full length treatment of this significant development in contemporary political philosophy. Each of its three parts addresses a key question concerning the theory. Which version of luck egalitarianism comes closest to realizing luck egalitarian objectives? Does luck egalitarianism succeed as a view of egalitarian justice? And is it sound as an account of distributive justice in general? The book provides a distinctive answer to each of these questions, along the way engaging with the leading theorists identified in the literature as luck egalitarians, such as Richard Arneson, G. A. Cohen, and Ronald Dworkin, as well as the most influential critics, including Elizabeth Anderson, Marc Fleurbaey, Susan Hurley, Samuel Scheffler, and Jonathan Wolff. Key Features \*Presents a critical survey of already classic debates about responsibility, equality and justice \*Provides a sustained engagement with luck egalitarianism's critics \*Stakes a distinctive position on the key questions regarding luck egalitarianism

### **The Third Horseman**

A bullet dropped and a bullet fired from a gun will reach the ground at the same time. Plants get the majority of their mass from the air around them, not the soil beneath them. A smartphone is made from more elements than you. Every day, science teachers get the opportunity to blow students' minds with counter-intuitive, crazy ideas like these. But getting students to understand and remember the science that explains these observations is complex. To help, this book explores how to plan and teach science lessons so that students and teachers are thinking about the right things - that is, the scientific ideas themselves. It introduces you to 13 powerful ideas of science that have the ability to transform how young people see themselves and the world around them. Each chapter tells the story of one powerful idea and how to teach it alongside examples and non-examples from biology, chemistry and physics to show what great science teaching might look like and why. Drawing on evidence about how students learn from cognitive science and research from science education, the book takes you on a journey of how to plan and teach science lessons so students acquire scientific ideas in meaningful ways. Emphasising the important relationship between curriculum, pedagogy and the subject itself, this exciting book will help you teach in a way that captivates and motivates students, allowing them to share in the delight and wonder of the explanatory power of science.

### **How To Win Friends And Influence People**

#1 NEW YORK TIMES BESTSELLER • From the National Book Award-winning author of *Stamped from the Beginning* comes a “groundbreaking” (Time) approach to understanding and uprooting racism and inequality in our society—and in ourselves. “The most courageous book to date on the problem of race in the Western mind.”—The New York Times NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Time • NPR • The Washington Post • Shelf Awareness • Library Journal • Publishers Weekly • Kirkus Reviews Antiracism

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is a transformative concept that reorients and reenergizes the conversation about racism—and, even more fundamentally, points us toward liberating new ways of thinking about ourselves and each other. At its core, racism is a powerful system that creates false hierarchies of human value; its warped logic extends beyond race, from the way we regard people of different ethnicities or skin colors to the way we treat people of different sexes, gender identities, and body types. Racism intersects with class and culture and geography and even changes the way we see and value ourselves. In *How to Be an Antiracist*, Kendi takes readers through a widening circle of antiracist ideas—from the most basic concepts to visionary possibilities—that will help readers see all forms of racism clearly, understand their poisonous consequences, and work to oppose them in our systems and in ourselves. Kendi weaves an electrifying combination of ethics, history, law, and science with his own personal story of awakening to antiracism. This is an essential work for anyone who wants to go beyond the awareness of racism to the next step: contributing to the formation of a just and equitable society. Praise for *How to Be an Antiracist* “Ibram X. Kendi’s new book, *How to Be an Antiracist*, couldn’t come at a better time. . . . Kendi has gifted us with a book that is not only an essential instruction manual but also a memoir of the author’s own path from anti-black racism to anti-white racism and, finally, to antiracism. . . . *How to Be an Antiracist* gives us a clear and compelling way to approach, as Kendi puts it in his introduction, ‘the basic struggle we’re all in, the struggle to be fully human and to see that others are fully human.’ ”—NPR “Kendi dissects why in a society where so few people consider themselves to be racist the divisions and inequalities of racism remain so prevalent. *How to Be an Antiracist* punctures the myths of a post-racial America, examining what racism really is—and what we should do about it.”—Time

### **The Gene**

The sweeping true story of how the steam engine changed the world, from the acclaimed author of *Miracle Cure* If all measures of human advancement in the last hundred centuries were plotted on a graph, they would show an almost perfectly flat line—until the eighteenth century, when the Industrial Revolution would cause the line to shoot straight up, beginning an almost uninterrupted march of progress. In *The Most Powerful Idea in the World*, William Rosen tells the story of the men responsible for the Industrial Revolution and the machine that drove it—the steam engine. In the process he tackles the question that has obsessed historians ever since: What made eighteenth-century Britain such fertile soil for inventors? Rosen’s answer focuses on a simple notion that had become enshrined in British law the century before: that people had the right to own and profit from their ideas. The result was a period of frantic innovation revolving particularly around the promise of steam power. Rosen traces the steam engine’s history from its early days as a clumsy but sturdy machine, to its coming-of-age driving the wheels of mills and factories, to its maturity as a transporter for people and freight by rail and by sea. Along the way we enter the minds of such inventors as Thomas Newcomen and James Watt, scientists including Robert Boyle and Joseph Black, and philosophers John Locke and Adam Smith—all of whose insights, tenacity, and ideas transformed first a nation and then the world. William Rosen is a masterly storyteller with a keen eye for the “aha!” moments of invention and a gift for clear and entertaining explanations of science. *The Most Powerful Idea in the World* will appeal to readers fascinated with history, science, and the hows and whys of innovation itself.

## Humankind

Describes industry in America between the War of 1812 and the Civil War and how this period of growth in the first half of the century built the platform for Carnegie, Rockefeller and Morgan in the second half. 35,000 first printing.

## The Most Powerful Idea in the World

#1 NEW YORK TIMES BESTSELLER • NOW A MAJOR MOTION PICTURE STARRING MICHAEL B. JORDAN AND JAMIE FOXX • A powerful true story about the potential for mercy to redeem us, and a clarion call to fix our broken system of justice—from one of the most brilliant and influential lawyers of our time. “[Bryan Stevenson’s] dedication to fighting for justice and equality has inspired me and many others and made a lasting impact on our country.”—John Legend NAMED ONE OF THE MOST INFLUENTIAL BOOKS OF THE DECADE BY CNN • Named One of the Best Books of the Year by The New York Times • The Washington Post • The Boston Globe • The Seattle Times • Esquire • Time Bryan Stevenson was a young lawyer when he founded the Equal Justice Initiative, a legal practice dedicated to defending those most desperate and in need: the poor, the wrongly condemned, and women and children trapped in the farthest reaches of our criminal justice system. One of his first cases was that of Walter McMillian, a young man who was sentenced to die for a notorious murder he insisted he didn’t commit. The case drew Bryan into a tangle of conspiracy, political machination, and legal brinksmanship—and transformed his understanding of mercy and justice forever. Just Mercy is at once an unforgettable account of an idealistic, gifted young lawyer’s coming of age, a moving window into the lives of those he has defended, and an inspiring argument for compassion in the pursuit of true justice. Winner of the Carnegie Medal for Excellence in Nonfiction • Winner of the NAACP Image Award for Nonfiction • Winner of a Books for a Better Life Award • Finalist for the Los Angeles Times Book Prize • Finalist for the Kirkus Reviews Prize • An American Library Association Notable Book “Every bit as moving as To Kill a Mockingbird, and in some ways more so . . . a searing indictment of American criminal justice and a stirring testament to the salvation that fighting for the vulnerable sometimes yields.”—David Cole, The New York Review of Books “Searing, moving . . . Bryan Stevenson may, indeed, be America’s Mandela.”—Nicholas Kristof, The New York Times “You don’t have to read too long to start cheering for this man. . . . The message of this book . . . is that evil can be overcome, a difference can be made. Just Mercy will make you upset and it will make you hopeful.”—Ted Conover, The New York Times Book Review “Inspiring . . . a work of style, substance and clarity . . . Stevenson is not only a great lawyer, he’s also a gifted writer and storyteller.”—The Washington Post “As deeply moving, poignant and powerful a book as has been, and maybe ever can be, written about the death penalty.”—The Financial Times “Brilliant.”—The Philadelphia Inquirer

## John Deere's Powerful Idea

NEW YORK TIMES BESTSELLER “This is history at its most immediate and moving...A marvelous and memorable book.” —Jon Meacham “Remarkable...A priceless civic gift...On page after page, a reader will encounter words that startle,

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or make him angry, or heartbroken.” —The Wall Street Journal “Viscerall repeatedly cried...This book captures the emotions and unspooling horror of the day.” —NPR “Had me turning each page with my heart in my throat...There’s been a lot written about 9/11, but nothing like this. I urge you to read it.” —Katie Couric

The first comprehensive oral history of September 11, 2001—a panoramic narrative woven from the voices of Americans on the front lines of an unprecedented national trauma. Over the past eighteen years, monumental literature has been published about 9/11, from Lawrence Wright’s *The Looming Tower*, which traced the rise of al-Qaeda, to The 9/11 Commission Report, the government’s definitive factual retrospective of the attacks. But one perspective has been missing up to this point—a 360-degree account of the day told through the voices of the people who experienced it. Now, in *The Only Plane in the Sky*, award-winning journalist and bestselling historian Garrett Graff tells the story of the day as it was lived—in the words of those who lived it. Drawing on never-before-published transcripts, recently declassified documents, original interviews, and oral histories from nearly five hundred government officials, first responders, witnesses, survivors, friends, and family members, Graff paints the most vivid and human portrait of the September 11 attacks yet. Beginning in the predawn hours of airports in the Northeast, we meet the ticket agents who unknowingly usher terrorists onto their flights, and the flight attendants inside the hijacked planes. In New York City, first responders confront a scene of unimaginable horror at the Twin Towers. From a secret bunker underneath the White House, officials watch for incoming planes on radar. Aboard the small number of unarmed fighter jets in the air, pilots make a pact to fly into a hijacked airliner if necessary to bring it down. In the skies above Pennsylvania, civilians aboard United Flight 93 make the ultimate sacrifice in their place. Then, as the day moves forward and flights are grounded nationwide, Air Force One circles the country alone, its passengers isolated and afraid. More than simply a collection of eyewitness testimonies, *The Only Plane in the Sky* is the historic narrative of how ordinary people grappled with extraordinary events in real time: the father and son working in the North Tower, caught on different ends of the impact zone; the firefighter searching for his wife who works at the World Trade Center; the operator of in-flight telephone calls who promises to share a passenger’s last words with his family; the beloved FDNY chaplain who bravely performs last rites for the dying, losing his own life when the Towers collapse; and the generals at the Pentagon who break down and weep when they are barred from rushing into the burning building to try to rescue their colleagues. At once a powerful tribute to the courage of everyday Americans and an essential addition to the literature of 9/11, *The Only Plane in the Sky* weaves together the unforgettable personal experiences of the men and women who found themselves caught at the center of an unprecedented human drama. The result is a unique, profound, and searing exploration of humanity on a day that changed the course of history, and all of our lives.

### **Inventing Human Rights: A History**

Discusses the nature of equality and looks at examples related to medical care, employment, political rights and religion.

### **Hello World**

## 50 Powerful Ideas You Can Use to Keep Your Customers

From the acclaimed author of *Miracle Cure* and *The Third Horseman*, the epic story of the collision between one of nature's smallest organisms and history's mightiest empire. During the golden age of the Roman Empire, Emperor Justinian reigned over a territory that stretched from Italy to North Africa. It was the zenith of his achievements and the last of them. In 542 AD, the bubonic plague struck. In weeks, the glorious classical world of Justinian had been plunged into the medieval and modern Europe was born. At its height, five thousand people died every day in Constantinople. Cities were completely depopulated. It was the first pandemic the world had ever known and it left its indelible mark: when the plague finally ended, more than 25 million people were dead. Weaving together history, microbiology, ecology, jurisprudence, theology, and epidemiology, Justinian's Flea is a unique and sweeping account of the little known event that changed the course of a continent. From the Trade Paperback edition.

### Start with why

Our gadgets, appliances, and cars are sleeker and more elegant than they've ever been; in our free time, we trawl the internet for pictures of flawless minimalist interiors; and even the great industrialist of our time—Steve Jobs—is admired more for his visual savvy than his technological inventiveness. And yet with Instagram and Pinterest at our fingers and great design more available—and more affordable—than ever, we've had no guidebook to this ever-fascinating field. Though it's an inescapable part of our lives, there has been no single book that could, in one fell swoop, tell us everything we need to know about design. Enter *Hello World*. The design critic for the *International Herald Tribune*, Alice Rawsthorn has spent many years reckoning with the history of design and with its place in contemporary life, and *Hello World* is the extraordinary summation of her research and reporting. Rawsthorn takes us on a trip through design that ranges across continents and centuries, and wherever she goes, she discovers inspiring, thrilling examples of resourcefulness, inventiveness, and sheer vision. From the macabre symbol with which eighteenth-century pirates terrorized their victims into surrender, to one woman's quest for the best prosthetic legs, to the evolution of the World Cup soccer ball, *Hello World* describes how warlords, scientists, farmers, hackers, activists, and professional designers have used the complex, often elusive process of design to different ends throughout history. Hailed as a "rapid-fire and illuminating ode to contemporary design" (Telegraph) and "an extremely readable tour of the subject" (Financial Times), *Hello World* is a major work that radically broadens our understanding of what design can mean, and explains how we can use it to make sense of our ever-changing universe.

### Mindstorms

The incredible true story of how a cycle of rain, cold, disease, and warfare created the worst famine in European history—years before the Black Death, from the author of *Justinian's Flea* and the forthcoming *Miracle Cure*. In May 1315, it started to rain. For the seven disastrous years that followed, Europeans would be visited by a series of curses unseen since the third book of Exodus: floods, ice, failures of

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crops and cattle, and epidemics not just of disease, but of pike, sword, and spear. All told, six million lives—one-eighth of Europe's total population—would be lost. With a category-defying knowledge of science and history, William Rosen tells the stunning story of the oft-overlooked Great Famine with wit and drama and demonstrates what it all means for today's discussions of climate change. From the Trade Paperback edition.

### **Expectations Investing**

'The most important invention in the whole of the Industrial Revolution was invention itself.' Those words are at the heart of this remarkable book - a history of the Industrial Revolution and the steam engine, as well as an account of how inventors first came to own and profit from their ideas and how invention itself springs forth from logic and imagination. Rocket. It was the fortuitously named train that inaugurated steam locomotion in 1829, jump-starting two centuries of mass transportation. As William Rosen reveals, it was the product of centuries of scientific and industrial discovery. From inventor Heron of Alexandria in AD 60 to James Watt, the physicist whose 'separate condenser' was central to the development of steam power - all those who made possible the long ride towards the Industrial Revolution are brought to life. But crucial to their contributions are other characters whose concepts allowed their invention to flourish - John Locke and intellectual property; Edward Coke and patents. Along the way, Rosen takes us deep into the human mind, explaining how 'eureka' moments occur - when the brain is most relaxed.

### **Just Mercy**

"A Roots for a new generation, rich in storytelling and steeped in history." —Kirkus Reviews, Starred Review "A compelling saga that gives a voice to those that history tried to erase Poignant and eye-opening, this is a must-read." —Booklist In *The Other Madisons*, Bettye Kearsse—a descendant of an enslaved cook and, according to oral tradition, President James Madison—shares her family story and explores the issues of legacy, race, and the powerful consequences of telling the whole truth. For thousands of years, West African griots (men) and griottes (women) have recited the stories of their people. Without this tradition Bettye Kearsse would not have known that she is a descendant of President James Madison and his slave, and half-sister, Coreen. In 1990, Bettye became the eighth-generation griotte for her family. Their credo—"Always remember—you're a Madison. You come from African slaves and a president"—was intended to be a source of pride, but for her, it echoed with abuses of slavery, including rape and incest. Confronting those abuses, Bettye embarked on a journey of discovery—of her ancestors, the nation, and herself. She learned that wherever African slaves walked, recorded history silenced their voices and buried their footsteps: beside a slave-holding fortress in Ghana; below a federal building in New York City; and under a brick walkway at James Madison's Virginia plantation. When Bettye tried to confirm the information her ancestors had passed down, she encountered obstacles at every turn. Part personal quest, part testimony, part historical correction, *The Other Madisons* is the saga of an extraordinary American family told by a griotte in search of the whole story.

## **The Most Powerful Idea in the World**

In this revolutionary book, a renowned computer scientist explains the importance of teaching children the basics of computing and how it can prepare them to succeed in the ever-evolving tech world. Computers have completely changed the way we teach children. We have Mindstorms to thank for that. In this book, pioneering computer scientist Seymour Papert uses the invention of LOGO, the first child-friendly programming language, to make the case for the value of teaching children with computers. Papert argues that children are more than capable of mastering computers, and that teaching computational processes like de-bugging in the classroom can change the way we learn everything else. He also shows that schools saturated with technology can actually improve socialization and interaction among students and between students and teachers. Technology changes every day, but the basic ways that computers can help us learn remain. For thousands of teachers and parents who have sought creative ways to help children learn with computers, Mindstorms is their bible.

## **The Other Madisons**

An Essential Reference for Intermediate and Advanced R Programmers Advanced R presents useful tools and techniques for attacking many types of R programming problems, helping you avoid mistakes and dead ends. With more than ten years of experience programming in R, the author illustrates the elegance, beauty, and flexibility at the heart of R. The book develops the necessary skills to produce quality code that can be used in a variety of circumstances. You will learn: The fundamentals of R, including standard data types and functions Functional programming as a useful framework for solving wide classes of problems The positives and negatives of metaprogramming How to write fast, memory-efficient code This book not only helps current R users become R programmers but also shows existing programmers what's special about R. Intermediate R programmers can dive deeper into R and learn new strategies for solving diverse problems while programmers from other languages can learn the details of R and understand why R works the way it does.

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