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**Smartcuts** *Smartcuts Summary: Smartcuts The Way of the Wall Street Warrior Smartcuts The Way of the Wall Street Warrior Smartcuts 3 Minute Summary of Smartcuts by Shane Snow SUMMARY - Smartcuts: How Hackers, Innovators, and Icons Accelerate Success By Shane Snow Branding + Interior Design Dream Teams 3 Minuten Zusammenfassung von Smartcuts von Shane Snow Data-Driven Marketing The Storytelling Edge SUMMARY Little Bets Think Like a Rocket Scientist A Minute to Think The Data Detective Indistractable The Impact Equation RESUMO - Smartcuts / Cortes inteligentes : Como Hackers, Inovadores e Ícones Aceleraram o Sucesso por Shane Snow The Practicing Mind Explosive Growth Summary of Blitzscaling by Reid Hoffman Daring Greatly Getting Past Your Breakup The Loop Approach Effortless Empower The High-Conflict Couple A Brief Guide to Smart Thinking The Art of Leadership The Improbability Principle Make Change Work for You The Long View How to Invest Your Time Like Money The Book You Were Born to Write Launch Your Dream The Happiness Advantage*

*The Book You Were Born to Write* Feb 19 2020 A guide to writing a full-length transformational nonfiction book, from an editor with two decades' experience working in publishing. "I know I have a book in me." "I've always wanted to be an author." "People always ask me when I'm going to write my book." "I have a story to tell, but I never seem to make time to write." Are you a thought leader, healer, or change-agent stuck at the starting line of book publication? Life coach and publishing industry insider Kelly Notaras offers a clear, step-by-step path for turning your transformational idea or story into a finished book as quickly as possible. With humor, encouragement, and common sense, she demystifies the publishing process so you can get started, keep writing, and successfully get your wisdom out into the world. Notaras guides you through: Getting clear on your motivation for writing a book, Crafting a powerful, compelling hook and strong internal book structure, Overcoming resistance and writer's block, and Getting your finished manuscript onto the printed page, whether through traditional publishing or self-publishing. Publishing a book has never been as simple, accessible, and affordable as it is today, and in our tumultuous world, readers need your healing voice. Be brave, be bold, and take the steps you need to share your message with those who need to hear it most.

*How to Invest Your Time Like Money* Mar 22 2020 How to Invest Your Time Like Money is a concise, practical guide to get you out of time debt. Unlike others, who create the false hope that if only you worked harder, faster, longer, and smarter, you could do everything you want and make everyone happy, time coach Elizabeth Grace Saunders introduces a process to better manage your limited time so you can focus on what's important. Her method will help you avoid letting everyday pressures and demands get in the way. Using proven techniques and exercises based on the principles of personal finance, readers will learn to identify their time debt, create a balanced budget, build a base schedule, maximize their time ROI, and identify a process to get back on track—and stay there.

*SUMMARY* Feb 13 2022

*Effortless* Nov 29 2020 NEW YORK TIMES BESTSELLER • A Times (UK) Best Book of the Year • From the author of the million-copy-selling *Essentialism* comes an empowering guide to achieving your goals. It all starts with a simple principle: Not everything has to be so hard. "In a world beset by burnout, Greg McKeown's work is essential."—Daniel H. Pink, author of *When, Drive, and To Sell Is Human* "At a time when fear, uncertainty, and our ever-growing list of responsibilities have come to feel like much too much to handle, *Effortless* couldn't be timelier, or more necessary."—Eve Rodsky, author of *Fair Play* Do you ever feel like: • You're teetering right on the edge of burnout? • You want to make a higher contribution, but lack the energy? • You're running faster but not moving closer to your goals? • Everything is so much harder than it used to be? As high achievers, we've been conditioned to believe that the path to success is paved with relentless work. That if we want to overachieve, we have to overexert, overthink, and overdo. That if we aren't perpetually exhausted, we're not doing enough. But lately, working hard is more exhausting than ever. And the more depleted we get, the more effort it takes to make progress. Stuck in an endless loop of "Zoom, eat, sleep, repeat," we're often working twice as hard to achieve half as much. Getting ahead doesn't have to be as hard as we make it. No matter what challenges or obstacles we face, there is a better way: instead of pushing ourselves harder, we can find an easier path. *Effortless* offers actionable advice for making the most essential activities the easiest ones, so you can achieve the results you want, without burning out. *Effortless* teaches you how to: • Turn tedious tasks into enjoyable rituals • Prevent frustration by solving problems before they arise • Set a sustainable pace instead of powering through • Make one-time choices that eliminate many future decisions • Simplify your processes by removing unnecessary steps • Make relationships easier to maintain and manage • And much more The effortless way isn't the lazy way. It's the smart way. It may even be the only way. Not every hard thing in life can be made easy. But we can make it easier to do more of what matters most.

*A Brief Guide to Smart Thinking* Aug 27 2020 Each book is summarised to convey a brief idea of what each one has to offer the interested reader, while a 'Speed Read' for each book delivers a quick sense of what each book is like to read and a highly compressed summary of the main points of the book in question. The titles covered include thought-provoking classics on psychology, mindfulness, rationality, the brain, mathematical and economic thought and practical philosophy. The selection includes books about self-improvement as well as historically interesting accounts of how the mind works. Titles included go back as far as the Epictetus classic *The Enchiridion* and Bertrand Russell's charming *The ABC of Relativity*, and proceed through classics such as Edward de Bono's *Lateral Thinking* and into the digital era with titles such as *The Shallows* and *Big Data*. The books are arranged chronologically, which draws attention to some of the interesting juxtapositions and connections between them. Some of the titles included are: *Freakonomics*, by Steven D. Levitt; *Blink: The Power of Thinking Without Thinking*, by Malcolm Gladwell; *Sapiens: A Brief History of Humankind*, by Yuval Noah Harari; *The Organized Mind: Thinking Straight in the Age of Information Overload*, by Daniel J. Levitin; *The Descent of Man*, by Grayson Perry; *How the Mind Works*, by Steven Pinker; *Black Box Thinking: Why Some People Never Learn from Their Mistakes - But Some Do*, by Matthew Syed; *We Should All Be Feminists*, by Chimamanda Ngozi Adichie; *Guns, Germs, and Steel: The Fates of Human Societies*, by Jared Diamond; *The Black Swan: The Impact of the Highly Improbable*, by Nassim Nicholas Taleb; *Man's Search for Meaning*, by Viktor E. Frankl; *The News: A User's Manual*, by Alain de Botton; *Mindware: Tools for Smart Thinking*, by Richard E. Nisbett; *The ABC of Relativity*, by Bertrand Russell; *The Psychopath Test*, by Jon Ronson; *The Path: What Chinese Philosophers Can Teach Us About the Good Life*, by Michael Puett; *A Brief History of Time*, by Stephen Hawking; *Messy: The Power of Disorder to Transform Our Lives*, by Tim Harford; *Big Data: A Revolution That Will Transform How We Live, Work, and Think*, by Viktor Mayer-Schönberger; *Moneyball: The Art of Winning an Unfair Game*, by Michael Lewis; *The Survivors Club: The Secrets and Science That Could Save Your Life*, by Ben Sherwood; *Black Box Thinking*, by Matthew Syed; *Chaos: Making a New Science*, by James Gleick; *A Short History of Nearly Everything*, by Bill Bryson; *The Shallows: What the Internet Is Doing to Our Brains*, by Nicholas Carr; *Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality*, by Scott Brandy; *The Enchiridion*, by Epictetus; Gödel, Escher, Bach, by Douglas R. Hofstadter; *What I Talk About When I Talk About Running*, by Haruki Murakami; and *Lateral Thinking*, by Edward de Bono.

**The Storytelling Edge** Mar 14 2022 "A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of *Hug Your Haters* "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Brandy, Entrepreneur, Investor, & Author

(Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life.

**Daring Greatly** Mar 02 2021 Researcher and thought leader Dr. Brené Brown offers a powerful new vision in *Daring Greatly* that encourages us to embrace vulnerability and imperfection, to live wholeheartedly and courageously. It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; . . . who at best knows in the end the triumph of high achievement, and who at worst, if he fails, at least fails while daring greatly' -Theodore Roosevelt Every time we are introduced to someone new, try to be creative, or start a difficult conversation, we take a risk. We feel uncertain and exposed. We feel vulnerable. Most of us try to fight those feelings - we strive to appear perfect. Challenging everything we think we know about vulnerability, Dr. Brené Brown dispels the widely accepted myth that it's a weakness. She argues that vulnerability is in fact a strength, and when we shut ourselves off from revealing our true selves we grow distanced from the things that bring purpose and meaning to our lives. *Daring Greatly* is the culmination of 12 years of groundbreaking social research, across the home, relationships, work, and parenting. It is an invitation to be courageous; to show up and let ourselves be seen, even when there are no guarantees. This is vulnerability. This is daring greatly. 'Brilliantly insightful. I can't stop thinking about this book' -Gretchen Rubin Brené Brown, Ph.D., LMSW is a #1 New York Times bestselling author and a research professor at the University of Houston Graduate College of Social Work. Her groundbreaking work was featured on Oprah Winfrey's Super Soul Sunday, NPR, and CNN. Her TED talk is one of the most watched TED talks of all time. Brené is also the author of *The Gifts of Imperfection* and *I Thought It Was Just Me (but it isn't)*.

**Smartcuts** Mar 26 2023

**The High-Conflict Couple** Sep 27 2020 You hear and read a lot about ways to improve your relationship. But if you've tried these without much success, you're not alone. Many highly reactive couples—pairs that are quick to argue, anger, and blame—need more than just the run-of-the-mill relationship advice to solve their problems in love. When destructive emotions are at the heart of problems in your relationship, no amount of effective communication or intimacy building will fix what ails it. If you're part of a "high-conflict" couple, you need to get control of your emotions first, to stop making things worse, and only then work on building a better relationship. The High-Conflict Couple adapts the powerful techniques of dialectical behavior therapy (DBT) into skills you can use to tame out-of-control emotions that flare up in your relationship. Using mindfulness and distress tolerance techniques, you'll learn how to deescalate angry situations before they have a chance to explode into destructive fights. Other approaches will help you disclose your fears, longings, and other vulnerabilities to your partner and validate his or her experiences in return. You'll discover ways to manage problems with negotiation, not conflict, and to find true acceptance and closeness with the person you love the most.

**Branding + Interior Design** Jul 18 2022 The home goods market in the United States is the largest market in the world. Then why do some interior design firms thrive while others barely survive? The answer lies in one powerful little word: brand. More than a pretty logo, it involves telling the story of your distinct point of view--who you want to serve and why you do business, and it's a process that happens from the inside out. This book bridges the gap between designer and design leader and shows pros how to define, value, and communicate their vision; find clients who are a fit; and master the art of being visible. Worksheets give designers the tools to learn these strategies and apply them to their work. It also includes candid conversations with design leaders such as Barbara Barry, Rose Tarlow, Kelly Hoppen, Vicente Wolf, Christiane Lemieux, Clodagh, Martyn Lawrence Bullard, and others.

*Summary of Blitzscaling by Reid Hoffman* Apr 03 2021 How to build a valuable company at warp-speed. Have you ever looked at a wildly successful company and wondered, "How did that take off so fast?" or, "I could have thought of that!" We're often baffled by the success of global sensations like Google, Apple, Amazon, and Uber, and we wonder how they did it. Reid Hoffman's critical analysis is here to tackle that question. *Blitzscaling* (2018) exists to examine a concept as unique as the word which describes it. By analyzing a revolutionary practice known as blitzscaling, Hoffman examines the success secrets that drive the world's most powerful start-ups. Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. **DISCLAIMER:** This book summary is meant as a preview and not a replacement for the original work. If you like this summary please consider purchasing the original book to get the full experience as the original author intended it to be. If you are the original author of any book on QuickRead and want us to remove it, please contact us at [hello@quickread.com](mailto:hello@quickread.com).

**Indistractable** Sep 08 2021 "Indistractable provides a framework that will deliver the focus you need to get results." —James Clear, author of *Atomic Habits* "If you value your time, your focus, or your relationships, this book is essential reading. I'm putting these ideas into practice." —Jonathan Haidt, author of *The Righteous Mind* National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your family. Another day goes by, and once again, your most important personal and professional goals are put on hold. What would be possible if you followed through on your best intentions? What could you accomplish if you could stay focused? What if you had the power to become "indistractable?" International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing *Hooked*, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals: • Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it • What really drives human behavior and why "time management is pain management" • Why your relationships (and your sex life) depend on you becoming indistractable • How to raise indistractable children in an increasingly distracting world Empowering and optimistic, *Indistractable* provides practical, novel techniques to control your time and attention—helping you live the life you really want.

**The Data Detective** Oct 09 2021 From "one of the great (greatest?) contemporary popular writers on economics" (Tyler Cowen) comes a smart, lively, and encouraging rethinking of how to use statistics. Today we think statistics are the enemy, numbers used to mislead and confuse us. That's a mistake, Tim Harford says in *The Data Detective*. We shouldn't be suspicious of statistics—we need to understand what they mean and how they can improve our lives: they are, at heart, human behavior seen through the prism of numbers and are often "the only way of grasping much of what is going on around us." If we can toss aside our fears and learn to approach them clearly—understanding how our own preconceptions lead us astray—statistics can point to ways we can live better and work smarter. As "perhaps the best popular economics writer in the world" (New Statesman), Tim Harford is an expert at taking complicated ideas and untangling them for millions of readers. In *The Data Detective*, he uses new research in science and psychology to set out ten strategies for using statistics to erase our biases and replace them with new ideas that

use virtues like patience, curiosity, and good sense to better understand ourselves and the world. As a result, *The Data Detective* is a big-idea book about statistics and human behavior that is fresh, unexpected, and insightful.

**The Long View** Apr 22 2020 The Chairman & CEO of OgilvyOne Worldwide and career advisor extraordinaire, Brian Fetherstonhaugh, outlines the three stages of a long, successful work life and offers guidance to plan ahead and get the most out of each phase. The world of careers is vastly different than it was just five years ago—more choices, more competition, and relentless change in how we define work-life. It can be difficult to understand our options and plan for a prosperous future. Where can you go for answers? Colleges may teach us academic and technical skills, and there are places to look for tips on how to write a resume or prep for a job interview. But is it enough? Brian Fetherstonhaugh, CEO of OgilvyOne Worldwide, understands this dilemma and how to navigate it. He believes we need more than tactics—we need robust, road-tested strategies that combine old-school wisdom with new-school context so that we can flourish in the new professional reality. In *The Long View*, Fetherstonhaugh shows us the three distinct but interconnected stages of a career, and how we build ‘fuel’ at every step along the way to create long-term success. *The Long View* teaches us new ways of finding jobs, new methods to build careers that last, and a new definition of “work” that embraces life-satisfaction and happiness. *The Long View* offers highly practical exercises that challenge you to rethink how to assess your skills, invest your time and expand your personal network, and provides a framework for facing tough job decisions. With insights drawn from interviews with a variety of professionals—who share both success stories and cautionary tales—*The Long View* will help you establish your own path for overcoming obstacles and making the best choices for a long, accomplished, and rewarding career. “THE LONG VIEW is one of the most practical and comprehensive guides to a meaningful career that I have read. Whether you are just starting your search for a job or trying to get a career back on track, start by reading *The Long View*.”—Tom Rath, best-selling author of *ARE YOU FULLY CHARGED?*, *EAT, MOVE, SLEEP*, and *STRENGTHSFINDER 2.0* “THE LONG VIEW is the career guide you’ve been looking for—forward-thinking advice from a seasoned business leader. Brian Fetherstonhaugh offers practical exercises, useful advice—and deep insights into what a meaningful career looks and feels like.”—Susan Cain, co-founder of *Quiet Revolution* and *New York Times* bestselling author of *QUIET: The Power of Introverts in a World That Can’t Stop Talking*

**Empower** Oct 29 2020 The first comprehensive look at the collaborative economy and autonomous world. Featuring visionary entrepreneurs and bestselling authors such as Adam Grant, Brad Feld, Shane Snow, Alex Bogusky, Douglas Rushkoff, Rita McGrath, and Martin Ford; as well as leaders of the collaborative economy movement including Robin Chase, Chelsea Rustrum, Neal Gorenflo, Antonin Leonard, and Arun Sundararajan

**RESUMO - Smartcuts / Cortes inteligentes : Como Hackers, Inovadores e Ícones Aceleram o Sucesso por Shane Snow** Jul 06 2021 Ao ler este resumo, o senhor descobrirá princípios que o ajudarão a alcançar o sucesso mais rapidamente através de atalhos. O senhor descobrirá também que : os caminhos clássicos não são os mais rápidos nem os mais inovadores; não vale a pena se esforçar pelo simples princípio do esforço: o senhor deve trabalhar inteligentemente. Para inovar, o senhor deve sempre questionar os paradigmas, os princípios que o senhor toma por garantidos, os fundamentos do problema que o impele a empreender ; desde que o senhor saiba como administrá-lo, as críticas serão muito úteis; Relações verdadeiras e sólidas sempre o ajudarão a seguir em frente. Como é que os jovens empresários estão experimentando um tremendo sucesso, quando muitas indústrias estão paradas? Shane Snow, um jovem empresário americano que passou muito tempo na comunidade de Nova York, explica os nove princípios do empreendimento inteligente. Ele explicará como implementar esses "smartcuts" (atalhos inteligentes) de uma maneira sustentável. Um forte defensor de uma maneira diferente de pensar, ele permitirá que o senhor veja o empreendedorismo e o caminho para o sucesso sob uma nova luz.

**Little Bets** Jan 12 2022 “An enthusiastic, example-rich argument for innovating in a particular way—by deliberately experimenting and taking small exploratory steps in novel directions. Light, bright, and packed with tidy anecdotes” (The Wall Street Journal). What do Apple CEO Steve Jobs, comedian Chris Rock, prize-winning architect Frank Gehry, and the story developers at Pixar films all have in common? Bestselling author Peter Sims found that rather than start with a big idea or plan a whole project in advance, they make a methodical series of little bets, learning critical information from lots of little failures and from small but significant wins. Reporting on a fascinating range of research, from the psychology of creative blocks to the influential field of design thinking, Sims offers engaging and illuminating accounts of breakthrough innovators at work, and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers.

**Make Change Work for You** May 24 2020 Finding the courage to embrace change and take chances is the only way to succeed. Business, culture, and competitive landscapes have fundamentally changed, but basic principles and best practices for succeeding and future-proofing both yourself and your organization haven’t. With a mix of compelling stories, research from the social sciences and psychology, and real-world insights, *Make Change Work for You* shows readers how to reignite their career, rekindle their creativity, and fearlessly innovate their way to success by providing the tools needed to master uncertainty and conquer every challenge they’ll face in life or business. *Make Change Work for You* opens with an overview of the most common factors that lead to self-defeating behaviors, including fear of failure, embarrassment, underperformance, rejection, confrontation, isolation, and change itself. Using a simple four-part model, Steinberg guides readers to understand and better respond to the challenges that change can bring: Focus: Define the problem and come to understand it objectively. Engage: Interact with the challenge and try a range of solutions. Assess: Review the response(s) generated by your tactics. React: Adjust your strategy accordingly. And, finally, the book shows readers how to develop the vital personal and professional skills required to triumph in the “new normal” by understanding and engaging in the 10 new habits that highly successful people share: 1. Play the Odds 2. Embrace Tomorrow Today 3. Seek Constant Motion 4. Lead, Don’t Follow 5. Never Stop Learning 6. Create Competitive Advantage 7. Connect the Dots 8. Pick Your Battles 9. Set and Align Your Priorities 10. Always Create Value

**The Way of the Wall Street Warrior** Jan 24 2023 A Wall Street Insider's Guide to getting ahead in any highly competitive industry "Dave learned how to win in investment banking the hard way. Now he is able to share tools that make it easier for budding bankers and other professionals to succeed." —Frank Baxter, Former CEO of Jefferies and U.S. Ambassador to Uruguay "A must-read for anyone starting their career in Corporate America. Dave's book shares witty and valuable insights that would take a lifetime to learn otherwise. I highly recommend that anyone interested in advancing their career read this book." —Harry Nelis, Partner of Accel and former Goldman Sachs banker In *The Way of the Wall Street Warrior*, 25-year veteran investment banker and finance professional, Dave Liu, delivers a humorous and irreverent insider’s guide to thriving on Wall Street or Main Street. Liu offers hilarious and insightful advice on everything from landing an interview to self-promotion to getting paid. In this book, you’ll discover: How to get that job you always wanted Why career longevity and “success” comes from doing the least amount of work for the most pay How mastering cognitive biases and understanding human nature can help you win the rat race How to make people think you’re the smartest person in the room without actually being the smartest person in the room How to make sure you do everything in your power to get paid well (or at least not get screwed too badly) How to turn any weakness or liability into an asset to further your career

**The Art of Leadership** Jul 26 2020 Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big, complex leadership philosophies. But as this practical book reveals, what’s most important for leadership is principled consistency. Time and again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You’ll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders—as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You’ll learn how to apply these lessons to your own experience.

**The Practicing Mind** Jun 05 2021 In those times when we want to acquire a new skill or face a formidable challenge we hope to overcome, what we need most are patience, focus, and discipline, traits that seem elusive or difficult to maintain. In this enticing and practical book, Thomas Sterner demonstrates how to learn skills for any aspect of life, from golfing to business to parenting, by learning to love the process. Early life is all about trial-and-error practice. If we had given up in the face of failure, repetition, and difficulty, we would never have learned to walk or tie our shoes. So why, as adults, do we often give up on a goal when at first we don’t succeed? Modern life’s technological speed, habitual multitasking, and promises of instant gratification don’t help. But in his study of how we learn (prompted by his pursuit of disciplines such as music and golf), Sterner has found that we have also forgotten the principles of practice — the process of picking a goal and applying steady effort to reach it. The methods Sterner teaches show that practice done properly isn’t drudgery on the way to mastery but a fulfilling process in and of itself, one that builds discipline and clarity. By focusing on “process, not product,” you’ll learn to live in each moment, where you’ll find calmness and equanimity. This book will transform a sense of futility around learning something challenging

into an attitude of pleasure and willingness.

*Data-Driven Marketing* Apr 15 2022 NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

*Summary: Smartcuts* Feb 25 2023 The must-read summary of Shane Snow's book: "Smartcuts: How Hackers, Innovators, and Icons Accelerate Success". This complete summary of the ideas from Shane Snow's book "Smartcuts" states how nowadays it takes less and less time to make money. People aren't doing this by taking shortcuts, but 'smartcuts'. These 'smartcuts' break conventions and find better ways to get more done. According to Snow, smartcutters hack their way to success, using principles that fall into three categories: shorten, leverage and soar. This summary explains each of these categories in detail and tells you how you can start thinking laterally and hack your way to success. Added-value of this summary: • Save time • Discover how to hack your way to success • Follow the nine principles of taking 'smartcuts' to get things done faster To learn more, read "Smartcuts" and find your smartcut to success!

*Launch Your Dream* Jan 20 2020 Though his highly acclaimed Startup Camp program, bestselling author and serial entrepreneur Dale Partridge has helped thousands of people find unimaginable freedom and financial success by assisting them in launching new startup businesses. And now, in *Launch Your Dream*, he has distilled the essence of that course into a hyper-practical, 30-day journey for readers looking to join these other entrepreneurs in following their dreams and achieving unimaginable freedom and financial security. This invaluable and comprehensive resource will teach readers how to:• Hone their ideas• Build an audience• Construct an online presence• Master social media• Craft a beautiful brand• Create experiences that keep customers from even considering competitors• And does this in 30 days!Whether you are an experienced CEO, a budding entrepreneur, a stay-at-home mom, or a freelancer just looking to make some money on the side, *Launch Your Dream* provides the easy-to-follow steps necessary to finding the freedom you've been looking for.

**Explosive Growth** May 04 2021 #1 Best-Seller in 5 Startup & Entrepreneurship Categories \*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: \* IGNITE EXPLOSIVE GROWTH by creating a remarkable product \* Identify the ONLY 3 METRICS THAT MATTER \* Explore valuable VIRAL GROWTH strategies to grow rapidly \* Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users \* Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

**The Loop Approach** Dec 31 2020 How best to adapt established companies to a rapidly changing economy has long been a topic of debate in both the corporate and academic worlds. This challenge is especially pressing for large organizations that may have grown top-heavy and rigid with time but now need to be light on their feet to stay relevant and profitable. Until now, the best attempts have consisted of plucking tools and methods from the world of startups and applying them wholesale in large corporate environments. Most of these efforts have either fizzled or failed outright because they lacked a framework for a comprehensive corporation-sized rollout. The Loop Approach introduces a new series of methods that could help change the course of operations for even the most colossal organizations. Sebastian Klein and Ben Hughes provide a wide-ranging set of guidelines for achieving corporate agility, complete with checklists and worksheets that should prove instantly applicable. Want proof? The methods outlined in The Loop Approach have already been successfully implemented at such European corporate giants as Audi, Deutsche Bahn, and Telekom.

**Smartcuts** Apr 27 2023 Entrepreneur and journalist Shane Snow (Wired, Fast Company, The New Yorker, and cofounder of Contently) analyzes the lives of people and companies that do incredible things in implausibly short time. How do some startups go from zero to billions in mere months? How did Alexander the Great, YouTube tycoon Michelle Phan, and Tonight Show host Jimmy Fallon climb to the top in less time than it takes most of us to get a promotion? What do high-growth businesses, world-class heart surgeons, and underdog marketers do in common to beat the norm? One way or another, they do it like computer hackers. They employ what psychologists call "lateral thinking: to rethink convention and break "rules" that aren't rules. These are not shortcuts, which produce often dubious short-term gains, but ethical "smartcuts" that eliminate unnecessary effort and yield sustainable momentum. In *Smartcuts*, Snow shatters common wisdom about success, revealing how conventions like "paying dues" prevent progress, why kids shouldn't learn times tables, and how, paradoxically, it's easier to build a huge business than a small one. From SpaceX to The Cuban Revolution, from Ferrari to Skrillex, *Smartcuts* is a narrative adventure that busts old myths about success and shows how innovators and icons do the incredible by working smarter—and how perhaps the rest of us can, too.

**A Minute to Think** Nov 10 2021 "You're going to want to share copies of this book with your overbooked friends and colleagues, but before you do, take some time to read it yourself. Funt's wisdom around making space is priceless." —Seth Godin, author of *The Practice* Do you wish you could stop the mayhem of work and life and just take a minute? Do you sense you could contribute more if there were a little more room in the day? Does busyness deprive you and your burnt-out team of the oxygen your talents need to catch fire? Many have felt that way, yet taking a pause has seemed impossible—until now. In *A Minute to Think*, Juliet Funt, a globally recognized warrior in the battle against busyness, provides a powerful guide that will give you the permission, framework, and specific direction you need to do the following: Regain control of your overloaded, caffeinated, inbox-worshipping workday Liberate yourself and your teams from burnout and busywork Reclaim creativity and focus despite the chaos around you Bring thoughtfulness into designing your next work norms Tame the beast of email and escape the mire of meetings Find your precious minute to think You're not alone in your yearning for freedom from constant reactivity. The global workforce today is so fried that it belongs in the food court of a county fair. We're relentlessly behind the curve, dousing fires everywhere, and our 3 a.m. insomnia provides the only unscheduled thinking time of the day. What we need reinserted in our lives is the missing element of white space—short periods of open, unscheduled time that, when recaptured, change the very nature of work. White space is the stepping back, the strategic pause, the oxygen that allows the sparks of our efforts to catch fire. White space has the power to radically—and simply—reinvent the

way we approach work in this maxed-out, post-COVID 21st-century world. With Juliet's memorable stories, easy-to-use tools, and razor-sharp instruction, she carves for us an escape route from the overwhelming amount of low-value tasks and the daily avalanche of e-mails, meetings, decks, and reports. Using research, client stories, and a relatable voice, Juliet shows all of us how to reclaim time for thinking and make room for what truly matters. Whether you are an individual trying to build a more sane and humane flow of daily work, a team that wants new levels of efficiency and effectiveness, or an entire organization changing your culture toward thoughtfulness, this book will lead you there.

**The Impact Equation** Aug 07 2021 "Anyone can write a blog post, but not everyone can get it liked thirty-five thousand times, and not everyone can get seventy-five thousand subscribers. But the reason we've done these things isn't because we're special. It's because we tried and failed, the same way you learn to ride a bike. We tried again and again, and now we have an idea how to get from point A to point B faster because of it." Three short years ago, when Chris Brogan and Julien Smith wrote their bestseller, *Trust Agents*, being interesting and human on the Web was enough to build a significant audience. But now, everybody has a platform. The problem is that most of them are just making noise. In *The Impact Equation*, Brogan and Smith show that to make people truly care about what you have to say, you need more than just a good idea, trust among your audience, or a certain number of followers. You need a potent mix of all of the above and more. Use the *Impact Equation* to figure out what you're doing right and wrong. Apply it to a blog, a tweet, a video, or a mainstream-media advertising campaign. Use it to explain why a feature in a national newspaper that reaches millions might have less impact than a blog post that reaches a thousand passionate subscribers. Consider the phenomenally successful British singer Adele. For most musicians, onstage banter basically consists of yelling "Hello, Cleveland!" But Adele connects with her audience, pausing between songs to discuss a falling-out with her friends, or the drama of a break up. Each of these moments comes off as if she were talking directly with you, and you can easily relate. Adele has *Impact*. As the traditional channels for marketing, selling, and influencing disappear and more people interact mainly online, the very nature of attention is changing. *The Impact Equation* will give you the tools and metrics that guarantee your message will be heard.

**Getting Past Your Breakup** Feb 01 2021 Self Help.

*Think Like a Rocket Scientist* Dec 11 2021 \* One of Inc.com's "6 Books You Need to Read in 2020 (According to Bill Gates, Satya Nadella, and Adam Grant)"\* Adam Grant's # 1 pick of his top 20 books of 2020\* One of 6 Groundbreaking Books of Spring 2020 (according to Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant). A former rocket scientist reveals the habits, ideas, and strategies that will empower you to turn the seemingly impossible into the possible. Rocket science is often celebrated as the ultimate triumph of technology. But it's not. Rather, it's the apex of a certain thought process -- a way to imagine the unimaginable and solve the unsolvable. It's the same thought process that enabled Neil Armstrong to take his giant leap for mankind, that allows spacecraft to travel millions of miles through outer space and land on a precise spot, and that brings us closer to colonizing other planets. Fortunately, you don't have to be a rocket scientist to think like one. In this accessible and practical book, Ozan Varol reveals nine simple strategies from rocket science that you can use to make your own giant leaps in work and life -- whether it's landing your dream job, accelerating your business, learning a new skill, or creating the next breakthrough product. Today, thinking like a rocket scientist is a necessity. We all encounter complex and unfamiliar problems in our lives. Those who can tackle these problems -- without clear guidelines and with the clock ticking -- enjoy an extraordinary advantage. *Think Like a Rocket Scientist* will inspire you to take your own moonshot and enable you to achieve liftoff.

*The Way of the Wall Street Warrior* Nov 22 2022 A Wall Street Insider's Guide to getting ahead in any highly competitive industry "Dave learned how to win in investment banking the hard way. Now he is able to share tools that make it easier for budding bankers and other professionals to succeed." —Frank Baxter, Former CEO of Jefferies and U.S. Ambassador to Uruguay "A must-read for anyone starting their career in Corporate America. Dave's book shares witty and valuable insights that would take a lifetime to learn otherwise. I highly recommend that anyone interested in advancing their career read this book." —Harry Nelis, Partner of Accel and former Goldman Sachs banker In *The Way of the Wall Street Warrior*, 25-year veteran investment banker and finance professional, Dave Liu, delivers a humorous and irreverent insider's guide to thriving on Wall Street or Main Street. Liu offers hilarious and insightful advice on everything from landing an interview to self-promotion to getting paid. In this book, you'll discover: How to get that job you always wanted Why career longevity and "success" comes from doing the least amount of work for the most pay How mastering cognitive biases and understanding human nature can help you win the rat race How to make people think you're the smartest person in the room without actually being the smartest person in the room How to make sure you do everything in your power to get paid well (or at least not get screwed too badly) How to turn any weakness or liability into an asset to further your career

**The Improbability Principle** Jun 24 2020 In *The Improbability Principle*, the renowned statistician David J. Hand argues that extraordinarily rare events are anything but. In fact, they're commonplace. Not only that, we should all expect to experience a miracle roughly once every month. But Hand is no believer in superstitions, prophecies, or the paranormal. His definition of "miracle" is thoroughly rational. No mystical or supernatural explanation is necessary to understand why someone is lucky enough to win the lottery twice, or is destined to be hit by lightning three times and still survive. All we need, Hand argues, is a firm grounding in a powerful set of laws: the laws of inevitability, of truly large numbers, of selection, of the probability lever, and of near enough. Together, these constitute Hand's groundbreaking *Improbability Principle*. And together, they explain why we should not be so surprised to bump into a friend in a foreign country, or to come across the same unfamiliar word four times in one day. Hand wrestles with seemingly less explicable questions as well: what the Bible and Shakespeare have in common, why financial crashes are par for the course, and why lightning does strike the same place (and the same person) twice. Along the way, he teaches us how to use the *Improbability Principle* in our own lives—including how to cash in at a casino and how to recognize when a medicine is truly effective. An irresistible adventure into the laws behind "chance" moments and a trusty guide for understanding the world and universe we live in, *The Improbability Principle* will transform how you think about serendipity and luck, whether it's in the world of business and finance or you're merely sitting in your backyard, tossing a ball into the air and wondering where it will land.

**Smartcuts** Dec 23 2022

**The Happiness Advantage** Dec 19 2019 INTERNATIONAL BESTSELLER • An engaging, deeply researched guide to flourishing in a world of increasing stress and negativity—the inspiration for one of the most popular TED Talks of all time "Powerful [and] charming . . . A book for just about anyone . . . The philosophies in this book are easily the best wire frames to build a happy and successful life."—Medium Happiness is not the belief that we don't need to change; it is the realization that we can. Our most commonly held formula for success is broken. Conventional wisdom holds that once we succeed, we'll be happy; that once we get that great job, win that next promotion, lose those five pounds, happiness will follow. But the science reveals this formula to be backward: Happiness fuels success, not the other way around. Research shows that happy employees are more productive, more creative, and better problem solvers than their unhappy peers. And positive people are significantly healthier and less stressed and enjoy deeper social interaction than the less positive people around them. Drawing on original research—including one of the largest studies of happiness ever conducted—and work in boardrooms and classrooms across forty-two countries, Shawn Achor shows us how to rewire our brains for positivity and optimism to reap the happiness advantage in our lives, our careers, and even our health. His strategies include: • The Tetris Effect: how to retrain our brains to spot patterns of possibility so we can see and seize opportunities all around us • Social Investment: how to earn the dividends of a strong social support network • The Ripple Effect: how to spread positive change within our teams, companies, and families By turns fascinating, hopeful, and timely, *The Happiness Advantage* reveals how small shifts in our mind-set and habits can produce big gains at work, at home, and elsewhere.

**Dream Teams** Jun 17 2022 Award-winning entrepreneur and journalist Shane Snow reveals the counterintuitive reasons why so many partnerships and groups break down—and why some break through. The best teams are more than the sum of their parts, but why does collaboration so often fail to fulfill this promise? In *Dream Teams*, Snow takes us on an adventure through history, neuroscience, psychology, and business, exploring what separates groups that simply get by together from those that get better together. You'll learn: \* How ragtag teams—from soccer clubs to startups to gangs of pirates—beat the odds throughout history. \* Why DaimlerChrysler flopped while the Wu-Tang Clan succeeded, and the surprising factor behind most failed mergers, marriages, and partnerships. \* What the Wright Brothers' daily arguments can teach us about group problem solving. \* Pioneering women in law enforcement, unlikely civil rights collaborators, and underdog armies that did the incredible together. \* The team players behind great social movements in history, and the science of becoming open-minded. Provocative and entertaining, *Dream Teams* is a

landmark work that will change the way we think about people, progress, and collaboration.

**3 Minute Summary of Smartcuts by Shane Snow** Sep 20 2022 thimblesofplenty is a group of friends who also happen to be business people and avid readers. We wanted to keep up with the latest business books but found that time was a factor. So we divided out the work and each of us took a book and summarised it for the others. We thought it might be a great idea to share these summaries with you. For a small price and a 3 minute time investment, our summary gives you some of the wisdom from the book, some food for thought and hopefully the impetus to make some time to read the whole book!

Smartcuts Oct 21 2022 Serial entrepreneur and journalist Shane Snow delves into the reasons why some people and organizations are able to achieve incredible things in implausibly short time frames, showing how each of us can use these "smartcuts" to rethink convention and accelerate success. In every era, innovators from art to science to business have used what psychologists call "lateral thinking" to find better routes to stunning accomplishments. Smartcuts shows how they bucked the norm—and how the rest of us can too. Snow shatters common wisdom about success, revealing how conventions like "paying dues" prevent progress, why kids shouldn't learn multiplication tables, and how, paradoxically, it's easier to build a huge business than a small one. Smartcuts tells the stories of people who dared to work differently and lays out practical takeaways for the rest of us. It's about applying entrepreneurial and technological concepts to success in life and work, and how, by emulation, we too can leapfrog competitors, grow businesses, and fix society's problems faster than we think.

*3 Minuten Zusammenfassung von Smartcuts von Shane Snow* May 16 2022 Thimblesofplenty ist eine Gruppe von Freunden, die zufällig auch Geschäftsleute und Bücherwürmer sind. Wir wollten zu halten mit den neuesten Geschäfts-Bücher, fand aber Zeit war ein Faktor. So wir haben die Arbeit geteilt und jeder von uns nahm ein Buch und es für die anderen zusammengefasst haben. Wir haben gedacht dass es eine gute Idee wäre, diese Zusammenfassungen mit Ihnen zu teilen. Für einen kleinen Preis und eine 3 Minuten Zeitaufwand unsere Zusammenfassungen bietet Ihnen einige der Weisheit aus dem Buch, einige Denkanstöße und hoffentlich den Anstoß, Zeit machen, das ganze Buch zu lesen!

SUMMARY - Smartcuts: How Hackers, Innovators, And Icons Accelerate Success By Shane Snow Aug 19 2022 \* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover principles that will help you achieve success faster with shortcuts. You will also discover that : the classical ways are not the fastest or the most innovative; there is no point in putting in effort for the simple principle of putting in effort: you have to work intelligently. to innovate, you must always question the paradigms, the principles that you take for granted, the foundations of the problem that drive you to undertake ; provided you know how to manage it, criticism will be very useful; true and solid relationships will always help you move forward. How is it that young entrepreneurs are experiencing tremendous success when many industries are standing still? Shane Snow, a young American entrepreneur who has spent a lot of time in New York's start-up community, explains the nine principles of smart entrepreneurship. He will explain how to implement these "smartcuts" (smart shortcuts) in a sustainable way. A strong advocate of a different way of thinking, he will allow you to see entrepreneurship and the path to success in a new light. \*Buy now the summary of this book for the modest price of a cup of coffee!

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