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ESTRADA HUERTA

How to Close Every Sale HarperCollins

“Cukier and his co-authors have a more ambitious project than Kahneman and Harari. They don’t want to just point out how powerfully we are influenced by our perspectives and prejudices—our frames. They want to show us that these frames are tools, and that we can optimise their use.” —Forbes From pandemics to populism, AI to ISIS, wealth inequity to climate change, humanity faces unprecedented challenges that threaten our very existence. The essential tool that will enable humanity to find the best way foward is defined in Framers by internationally renowned authors Kenneth Cukier, Viktor Mayer-Schönberger, and Francis de Véricourt. To frame is to make a mental model that enables us to make sense of new situations. Frames guide the decisions we make and the results we attain. People have long focused on traits like memory and reasoning, leaving framing all but ignored. But with computers becoming better at some of those cognitive tasks, framing stands out as a critical function—and only humans can do it. This book is the first guide to mastering this human ability. Illustrating their case with compelling examples and the latest research, authors Cukier, Mayer-Schönberger, and de Véricourt examine: · Why advice to “think outside the box” is useless · How Spotify beat Apple by reframing music as an experience · How the #MeToo twitter hashtag reframed the perception of sexual assault · The disaster of framing Covid-19 as equivalent to seasonal flu, and how framing it akin to SARS delivered New Zealand from the pandemic Framers shows how framing is not just a way to improve how we make decisions in the era of algorithms—but why it will be a matter of survival for humanity in a time of societal upheaval and machine prosperity.

Fundamentals of Software Startups Springer

* Instant WSJ bestseller * Translated into 18 languages * #1 Most Recommended Book of the year (Bloomberg annual survey of CEOs and entrepreneurs) * An Amazon, Bloomberg, Financial Times, Forbes, Inc., Newsweek, Strategy + Business, Tech Crunch, Washington Post Best Business Book of the year * Recommended by Bill Gates, Daniel Kahneman, Malcolm Gladwell, Dan Pink, Adam Grant, Susan Cain, Sid Mukherjee, Tim Ferriss Why do good teams kill great ideas? Loonshots reveals a surprising new way of thinking about the mysteries of group behavior that challenges everything we thought we knew about nurturing radical breakthroughs. Bahcall, a physicist and entrepreneur, shows why teams, companies, or any group with a mission will suddenly change from embracing new ideas to rejecting them, just as flowing water will suddenly change into brittle ice. Mountains of print have been written about culture. Loonshots identifies the small shifts in structure that control this transition, the same way that temperature controls the change from water to ice. Using examples that range from the spread of fires in forests to the hunt for terrorists online, and stories of thieves and geniuses and kings, Bahcall shows how a new kind of science can help us become the initiators, rather than the victims, of innovative surprise. Over the past decade, researchers have been applying the tools and techniques of this new science—the science of phase transitions—to understand how birds flock, fish swim, brains work, people vote, diseases erupt, and ecosystems collapse. Loonshots is the first to apply this science to the spread of breakthrough ideas. Bahcall distills these insights into practical lessons creatives, entrepreneurs, and visionaries can use to change our world. Along the way, readers will learn how chickens saved millions of lives, what James Bond and Lipitor have in common, what the movie Imitation Game got wrong about WWII, and what really killed Pan Am, Polaroid, and the Qing Dynasty. “If The Da Vinci Code and Freakonomics had a child together, it would be called Loonshots.” —Senator Bob Kerrey

The Only Options Trading Book You'll Ever Need (Second Edition) Penguin

"Ready or not, it's high time to make BIM a part of your practice, or at least your vocabulary, and this book has as much to offer beginners as it does seasoned users of building information modeling software." —Chicago Architect The first book devoted to the subject of how BIM affects individuals and organizations working within the ever-changing construction industry, BIM and Integrated Design discusses the implementation of building information modeling software as a cultural process with a focus on the technology's impact and transformative effect—both potentially disruptive and liberating—on the social, psychological, and practical aspects of the workplace. BIM and Integrated Design answers the questions that BIM poses to the firm that adopts it. Through thorough research and a series of case study interviews with industry leaders—and leaders in the making out from behind the monitor—BIM and Integrated Design helps you learn: Effective learning strategies for fully understanding BIM software and its use Key points about integrated design to help you promote the process to owners and your team How BIM changes not only the technology, process, and delivery but also the leadership playing field How to become a more effective leader no matter where you find yourself in the organization or on the project team How the introduction of BIM into the workforce has significant education, recruitment, and training implications Covering all of the human issues brought about or exacerbated by the advent of BIM into the architecture workplace, profession, and industry, BIM and Integrated Design shows how to overcome real and perceived barriers to its use.

Traction Hay House, Inc

This second volume of papers from the ATC21STM project deals with the development of an assessment and teaching system of 21st century skills. Readers are guided through a detailed description of the methods used in this process. The first volume was published by Springer in 2012 (Griffin, P., McGaw, B. & Care, E., Eds., Assessment and Teaching of 21st Century Skills, Dordrecht: Springer). The major elements of this new volume are the

identification and description of two 21st century skills that are amenable to teaching and learning: collaborative problem solving, and learning in digital networks. Features of the skills that need to be mirrored in their assessment are identified so that they can be reflected in assessment tasks. The tasks are formulated so that reporting of student performance can guide implementation in the classroom for use in teaching and learning. How simple tasks can act as platforms for development of 21st century skills is demonstrated, with the concurrent technical infrastructure required for its support. How countries with different languages and cultures participated and contributed to the development process is described. The psychometric qualities of the online tasks developed are reported, in the context of the robustness of the automated scoring processes. Finally, technical and educational issues to be resolved in global projects of this nature are outlined.

How to Invest Your Time Like Money Currency

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.

Healing and Recovery HarperBusiness

A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing.

The Formula Origin Press (CA)

A Wall Street Journal bestseller: Harness the “power of can’t” to make your big, impossible dreams a reality with help from a creative entrepreneur who’s turned her quirky passion into a global force. Learn how to make your big, impossible dreams a reality with help from a creative entrepreneur who’s turned her passion into a global force. People always ask Shelley Brander what possessed her to leave the successful advertising firm she founded with her husband to open a local yarn store. And then they wonder how that one storefront grew into an e-commerce business, and from there into a global movement to Knit the World Together. In Move the Needle, Shelley shares stories from her life to show that you can pursue your life's passions--both personal and professional--no matter how quirky or impossible they may seem to everyone around you. Whether you are an entrenched or aspiring entrepreneur, or have a passion that just won't let you go, Shelley shares lessons from her journey that reveal how to: Put your passion first and make your creative side hustle your main gig Recognize the true value of creativity and experimentation Have hope against all odds Surround yourself with supportive people Cut ties with those who weigh you down Believe in the power of your weird, impossible dream! In Move the Needle, Shelley invites you to embrace your passion and hold space for your seemingly improbable (but totally possible) goals, dreams, and purpose.

Framers Independently Published

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.

Positively Unstoppable Simon and Schuster

Discover the ten things your kids need to know about money before they leave home. Forget chore charts, guesswork and parenting guilt: you won't find any of that in this road map for raising hard-working, generous and financially confident kids of all ages. In the same easy-to-read style that made *The Barefoot Investor* a phenomenal success, *Barefoot Investor for Families*, published in 2018, is aimed at parents who want to teach their kids the value of a buck. In this #1 bestseller that has sold more than 270,000 copies, Scott Pape has taken the ten money milestones kids need to nail . . . and laid them out for you in a simple, step-by-step plan. Over the course of ten hilarious, poignant and sometimes downright crazy 'Barefoot Money Meals', you'll get the skinny on: The simple pocket money strategy that takes just three minutes a week The kitchen challenge that 'breaks the brat' and shows kids how good they've got it Helping your teen land their first job (even with zero experience) The \$453 329 gift to your child that won't cost you a cent How to boost your kids into the property market with the 'Barefoot Ladder' strategy Along the way, you'll meet proud mums and dads- Aussie families from all walks of life-who've used this exact plan to give their kids life-changing money skills. If you're a parent, grandparent, uncle, aunty or have children in your life, whether they're two or twenty-two, it's never too early or too late to start.

Dream Teams HarperBusiness

DO YOU JUMP OUT OF BED EVERY MORNING AND RUSH TO A JOB YOU LOVE? Or is the work you once enjoyed now just a way to pay the bills? Perhaps you're even doubting your career choice altogether. Let *The Pathfinder* guide you to a more engaging, fulfilling work life. Based on breakthrough techniques developed by Rockport Institute, an innovative and award-winning career-counseling network that has changed the lives of over 10,000 people, *The Pathfinder* offers invaluable advice and more than 100 self-tests and diagnostic tools that will help you choose an entirely new career -- or view a current job from a new, more positive perspective. You'll learn: * How to design your new career direction step by step so that it fits your talents, personality, needs, goals, values, and is, at the same time, practical and attainable * How to deal successfully with the "yeah but" voices in your head that keep you going back to the same old ill-fitting job, day after day * How to land the perfect job in your new field, plus tips on writing a really exceptional résumé, personal marketing, and networking (even for those who hate to network) Whether you're a seasoned professional in search of a career change or a beginner just entering the working world, you want to make the right choices from the beginning. No matter where you are in your journey, if you want work to be more of a dance than a drag, *The Pathfinder* will expertly coach you through the process of designing a career you will love.

Assessment and Teaching of 21st Century Skills Penguin

This, the eighth book in a progressive series based on the revelations of consciousness research, resulted from a group of lectures given by the author at the request of the original publisher of *A Course in Miracles*, along with members of several self-help groups, including Alcoholics Anonymous, ACIM, Attitudinal Healing Centers, other recovery groups, and a number of clinicians. Our society lives with constant stress, anxiety, fear, pain, suffering, depression, and worry. Alcoholism, drug addiction, obesity, sexual problems, and cancer are constantly in the news. Mankind in general has had very little information about how to address life's challenges without resorting to drugs, surgery, or counseling. In this book, you will learn why the body may not respond to traditional medical approaches. Specific instructions and guidelines are provided that can result in complete healing from any disease. The importance of including spiritual practices in one's healing and recovery program is explained, along with how easy it is to incorporate them in the process. Healing and Recovery provides clinically proven self-healing methods that will enable you to take charge of your health and live a happy, healthy, and fulfilling life.

Vintage Games 2.0 Macmillan

Through six vivid, engaging stories of individual leaders of nonprofit organizations who let go of their power and position in order to further their organization's mission through a merger, Jean Butzen provides an innovative, practical roadmap for executive directors, CEOs, and board member considering this strategy. Why were these leaders willing to risk their personal status and jobs? How did they handle the stress and uncertainty of seeing their organization absorbed into a larger one? Each story contains the history of the leader and why they decided to seek a merger. Then the chapter walks through the process for completing the merger and, crucially, the steps each leader took to let go of their nonprofit and their position. The final chapters go into more detail about the steps, and summarize the advice from the leaders. Butzen finds that all the leaders went through a similar six-step process. The result was always that the merger produced a stronger organization that better fulfilled its mission. And what happened to the individual leaders who merged themselves out of their position? They all prospered as well. Their stories provide both inspiration and practical advice on how to make a merger successful. But it all starts with the courage to let go.

Getting Everything You Can Out of All You've Got IntroBooks

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.

Introduction to Growth Hacking St. Martin's Press

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to

developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Dirty Genes John Wiley & Sons

Super Mario Bros. Doom. Minecraft. It's hard to imagine what life would be like today without video games, a creative industry that now towers over Hollywood in terms of both financial and cultural impact. The video game industry caters to everyone, with games in every genre for every conceivable electronic device--from dedicated PC gaming rigs and consoles to handhelds, mobile phones, and tablets. Successful games are produced by mega-corporations, independent studios, and even lone developers working with nothing but free tools. Some may still believe that video games are mere diversions for children, but today's games offer sophisticated and wondrously immersive experiences that no other media can hope to match. *Vintage Games 2.0* tells the story of the ultimate storytelling medium, from early examples such as Spacewar! and Pong to the mind blowing console and PC titles of today. Written in a smart and engaging style, this updated 2nd edition is far more than just a survey of the classics. Informed by hundreds of in-depth personal interviews with designers, publishers, marketers, and artists--not to mention the author's own lifelong experience as a gamer--*Vintage Games 2.0* uncovers the remarkable feats of intellectual genius, but also the inspiring personal struggles of the world's most brilliant and celebrated game designers--figures like Shigeru Miyamoto, Will Wright, and Roberta Williams. Ideal for both beginners and professionals, *Vintage Games 2.0* offers an entertaining and inspiring account of video game's history and meteoric rise from niche market to global phenomenon. Credit for the cover belongs to Thor Thorvaldson.

Make Change Work for You Penguin

Growth hacking has taken the business world by storm. It has been there for quite some time offline, but now it has gone viral. In the past, it was McDonald's using it to pop up at every highway back in the 1950s. Now it has spread its arm and has become a widely applied corporate concept. It is especially famous in the world of start-ups because it provides them a cost-friendly way to expand while remaining within their budgets. As start-ups can't rely on Super Bowl ads or Mega-expensive billboards, they depend on growth hacking to back them up in cheaper ways. Any infant business can apply growth hacking and if they do it in the right way they can prosper beyond their expectations. From Dropbox to Uber, they all used growth hacking to reach their goals and achieve exponential growth rates. The only thing they had in common was product scalability. So if a product has scalability growth hacking can become a powerful tool to spread it like fire through word of mouth on a big scale.

Effortless Createspace Independent Publishing Platform

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

Smartcuts S Curve Publishing

The steady career path is a thing of the past: disruption is here to stay. You need to be able to keep learning, growing and reinventing yourself to stay valuable in the midst of this change. Those who succeed in this new world will be the ones who have skills that are always in demand and cannot be replaced. Creativity, charisma, confidence, constant learning, storytelling, adaptability and tribe building are the keys to having a thriving professional life and turning ideas into reality. *Superconductors* is your treasure trove of exclusive interviews and hands-on self-development exercises to inspire you and push you into action. Derek Loudermilk brings together some of the best minds to coach you on every skill, including entrepreneurs, podcasters, venture capitalist experts, human behaviour hackers, journalists and digital storytellers. Michael Margolis, Vanessa Van Edwards, Derek Muller, Jason Zook, Linda Rottenburg are just some of the people giving you original insights and advice to help you form your own path. If you're ambitious and you want to carve your place in this chaotic, but exciting, new world of work then you need to be a superconductor: you need to have the creative energy, the ability to build great networks and the charisma to make big things happen. Whether you want to live as a digital nomad, an entrepreneur or be a formidable force in your chosen industry, *Superconductors* gives you the unique insight and hands-on tools to be the best you can be.

Think Like a Rocket Scientist QuickRead.com

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 of Blitzscaling by Reid Hoffman Springer

Instant National Bestseller After suffering for years with unexplainable health issues, Dr. Ben Lynch discovered the root cause—"dirty" genes. Genes can be "born dirty" or merely "act dirty" in response to your environment, diet, or lifestyle—causing lifelong, life-threatening, and chronic health problems, including cardiovascular disease, autoimmune disorders, anxiety, depression, digestive issues, obesity, cancer, and diabetes. Based on his own experience and successfully helping thousands of clients, Dr. Lynch shows you how to identify and optimize both types of dirty genes by cleaning them up with targeted and personalized plans, including healthy eating, good sleep, stress relief, environmental detox, and other holistic and natural means. Many of us believe our genes doom us to the disorders that run in our families. But Dr. Lynch reveals that with the right plan in place, you can eliminate symptoms, and optimize your physical and mental health—and ultimately rewrite your genetic destiny.