

A Brief Guide To Business Classics From The Art Of War To

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Invitation to the Classics - Louise Cowan 2006-08-01

Motivation and direction for reading and understanding the great authors and works of Western culture.

A Brief Guide to Smart Thinking - James M. Russell 2020-05-14

The Narrow Road - Felix Dennis 2011-04-14

One of the world's most successful media moguls shares eighty-eight tips for starting a business and getting rich. In *How to Get Rich*, British mogul Felix Dennis told the engaging story of how he started a media empire and became one of the wealthiest men in Britain—all without a college degree or any formal training. Now he shows readers exactly what it takes to start a business and make it successful. Dennis offers a pithy guide for those determined to attempt what he calls the getting of money—regardless of the consequences. His eighty-eight tips include: ? Do not fall in love with any project. You may believe in it wholeheartedly, but must remain prepared to abandon it should it show signs of failing. ? If you are unwilling to fail, sometimes publicly and even catastrophically, you will never be rich. ? You will never get rich working for your boss. No one knows better than Dennis what it takes to get rich, and his battle-tested advice—delivered with his signature wit—will surely appeal to serious entrepreneurs.

A Brief Guide to Philosophical Classics - James M. Russell 2015-03-05

Big ideas sometimes come from the strangest places. In this wide ranging introduction, James M Russell takes the fear out of philosophy and selects seventy-six works - from Plato, Descartes and Wittgenstein to Philip K Dick and the Moomins as well as contemporary thinkers such as Peter Singer and John Rawls. Dividing into accessible sections - history, contemplation, happiness, and -isms, Russell gives us the lives as well as the lessons of the great thinkers, including a digest of their key ideas. A perfect antidote to the complex life. The topics and books covered include: Traditional Philosophy: The Republic, Plato; The Confessions, St Augustine; The Leviathan, Thomas Hobbes; On Liberty, John Stuart Mill; Philosophical Investigations, Ludwig Wittgenstein; Critique of Pure Reason, Immanuel Kant. Outsiders: Fear and Trembling, Soren Kierkegaard; Beyond Good and Evil, Frederick Nietzsche; The Outsider, Albert Camus; Doors of Perception, Aldous Huxley. Contemplation as Philosophy: The Prophet, Kahlil Gibran; Jonathan Livingston Seagull, Richard Bach; Zen and the Art of Motorcycle Maintenance, Robert Pirsig; The Tao of Pooh, Benjamin Hoff. The Continental Tradition: The Prison Notebooks, Antonio Gramsci; The History of Sexuality, Michel Foucault; Symbolic Exchange and Death, Jean Baudrillard. How to Live Your Life: The Art of War, Sun Tzu; Maxims, La Rochefoucauld; Memories, Dreams, Reflections, Carl Jung; On Sexuality, Sigmund Freud; On Becoming a Person, Carl Rogers. Political and Personal Issues: Das Kapital, Karl Marx; Being and Nothingness, Jean Paul Sartre; Gaia, James Lovelock. Modern Philosophy: A Theory of Justice, John Rawls; Darwin's Dangerous Idea, Daniel Dennett; After the Terror, Ted Honderich.

The Right Story - Bernadette Jiwa 2019-01-26

Sometimes bad ideas succeed, and we can't stop them. Sometimes good ideas fail and we can't save them. But we can learn from those failures and improve our chances of success in the future. In the intervening years, I've realised that there is no such thing as a bad idea or a good idea. There is only the wrong story or the right story. The right story is one that is trusted. It is believed because it is told by the right person, for the right reasons, in the right way, at the right time, to the right people. The success or failure of our ideas

depends on us telling the right story. We can only do that by being clear about the change we want to create, and why—and then bringing enough of the right people with us on the journey. It's up to us, the changemakers of today and tomorrow, to galvanise those people we hope to bring on the journey with us. That's what this book is about. It's not just about helping you to change someone's mind. It's about how you can get better at articulating the change you want to create and understanding the people you want to influence—so you can build upon what they already believe and ultimately shape the future you and they want to see.

Academic Writing Now: A Brief Guide for Busy Students - David Starkey 2015-06-15

This is a book for real students, people with full and active lives. *Academic Writing Now: A Brief Guide for Busy Students* covers the basics of the introductory college writing course in a concise, student-friendly format. Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting. The book also includes numerous “timesaver tips,” along with warnings about frequent student errors—all designed to help students make the most of one of their most limited and precious resources: time.

Philosophical Classics - James M. Russell 2007

Philosophical Classics offers the basics of what you need to know about sixty-six great philosophical books and covers philosophers from Aristotle to the present. From Robert M. Pirsig's *Zen and the Art of Motorcycle Maintenance* to Carl Jung's *Memories, Dreams, Reflections*, and from Kahlil Gibran's *The Prophet* to Descartes' *Meditations*, this catch-all romp through both philosophy and the philosophical offers a foundation course in in the meaning of life.

How to Read a Book - Mortimer J. Adler 2014-09-30

Analyzes the art of reading and suggests ways to approach literary works, offering techniques for reading in specific literary genres ranging from fiction, poetry, and plays to scientific and philosophical works.

The Business Architecture Quick Guide: A Brief Guide for Gamechangers - Business Architecture Guild 2018

Maybe you heard someone mention business architecture in a passing conversation or in a planning meeting? Perhaps you've heard stories of a financial services company in Scandinavia, government agencies in the UK, a bank in the Netherlands, a global shipping company, or a major U.S. airline using business architecture to enact strategic change or drive business transformation. Or perhaps in-house strategy, transformation, planning, product, or customer experience teams have suggested you adopt or support in-house business architecture efforts. The business architecture drumbeat is steadily growing louder, yet you still cannot figure out what people are talking about. Well, the wait is over. The *Business Architecture Quick Guide* will help you sort through the noise and disinformation, focus on the benefits, and take the next steps. The Quick Guide has a singularly focused purpose: to demystify business architecture for those business professionals likely to benefit from it the most. The Quick Guide represents the collective experiences of a worldwide community of practice, courtesy of the Business Architecture Guild(R), and not just another opinion piece or the musings of a single individual. Look no further for the answers on business architecture; they are right here in this "little big book for game changers." The Quick Guide will point you to a wealth of additional resources that will enable you to take the next steps and begin to reap the benefits

that other organizations are already achieving. Either way, you will no longer be left out of the discussion and ready to take action the next time the topic of business architecture enters the conversation.

[Faker's Guide to the Classics](#) - Michelle Witte 2013-05-21

DIV With a chatty voice and sarcastic style, The Faker's Guide to the Classics condenses the great—but long and often complicated—novels, plays, and poems into bite-size nuggets of info that are easy to digest, cutting out the bloated analysis and nauseating debate of other reading guides. From Anna Karenina and Beowulf to Ulysses and Wuthering Heights, each of the 100 books profiled here is a classic that everyone talks about but only hardcore lit majors have actually read. Now, with The Faker's Guide to the Classics, you, too, can: Reminisce about books you were supposed to read for class but didn't; fudge literary discussions at fancy parties; impress a date with your incredible knowledge and wit; and cut through the ivory tower of world letters to read like a ninja! Each entry contains: a quick and dirty narrative description of plot points and overall story, including significant twists and surprise endings, told with humorous brevity; famous quotes from each work, accompanied by smartass responses; the original cover or an illustration conveying the work's tone (or lack thereof). Brief author bios, including misdeeds and scandals, add illuminating and occasionally disgusting background to each work. All of the text appears in simple, contemporary English, so it's easy to understand—and short enough to tweet. With this must-have guide, there's no more need to worry whether a reference to Miss Havisham is an insult or to wonder what happened to Moby-Dick. Not reading the classics has never been easier! /div

[A Short Guide to Writing about Art](#) - Sylvan Barnet 2008

Key Benefit: A Short Guide to Writing About Art, Eighth Edition, the best-selling book of its kind, equips students to analyze pictures (drawings, paintings, photographs), sculptures and architecture, and prepares them with the tools they need to present their ideas in effective writing. Key Topics: This concise yet thorough guide to seeing and saying addresses a wealth of fundamental matters, such as distinguishing between description and analysis, writing a comparison, using peer review, documenting sources, and editing the final essay. Market: This book is a perfect complement to any art course where writing is involved

25 Books Every Christian Should Read - Renovare 2011-09-13

From the creators of Devotional Classics and Spiritual Classics comes 25 Books Every Christian Should Read, the definitive guide to the most spiritually influential and important books for Christians to read. Renovaré, a community of Christians promoting personal and spiritual renewal, put together a prestigious editorial board including Richard Foster, Dallas Willard, Phyllis Tickle, and Richard Rohr, resulting in this wonderful resource for exploring the richness of the Christian tradition.

A Brief Guide to Maritime Strategy - James R. Holmes 2019-12-15

A Brief Guide to Maritime Strategy is a deliberately compact introductory work aimed at junior seafarers, those who make decisions affecting the sea services, and those who educate seafarers and decision-makers. It introduces readers to the main theoretical ideas that shape how statesmen and commanders make and execute maritime strategy in times of peace and war. Following in the spirit of Bernard Brodie's Layman's Guide to Naval Strategy, a World War II-era book whose title makes its purpose plain, it will be a companion volume to such works as Geoffrey Till's Seapower and Wayne Hughes's Fleet Tactics and Coastal Combat, the classic treatise that explains how to handle navies in fleet actions. It takes the mystery out of maritime strategy, which should not be an arcane art for practitioners or policy-makers, and will help the next generation think about strategy.

[The Forking Trolley](#) - James M. Russell 2019

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Confessions, St Augustine; The Leviathan, Thomas Hobbes; On Liberty, John Stuart Mill; Philosophical Investigations, Ludwig Wittgenstein; Critique of Pure Reason, Immanuel Kant. Outsiders: Fear and Trembling, Soren Kierkegaard; Beyond Good and Evil, Frederick Nietzsche; The Outsider, Albert Camus; Doors of Perception, Aldous Huxley. Contemplation as Philosophy: The Prophet, Kahil Gibran; Jonathan Livingston Seagull, Richard Bach; Zen and the Art of Motorcycle Maintenance, Robert Pirsig; The Tao of Pooh, Benjamin Hoff. The Continental Tradition: The Prison Notebooks, Antonio Gramsci; The History of Sexuality, Michel Foucault; Symbolic Exchange and Death, Jean Baudrillard. How to Live Your Life: The Art of War, Sun Tzu; Maxims, La Rochefoucauld; Memories, Dreams, Reflections, Carl Jung; On Sexuality, Sigmund Freud; On Becoming a Person, Carl Rogers. Political and Personal Issues: Das Kapital, Karl Marx; Being and Nothingness, Jean Paul Sartre; Gaia, James Lovelock. Modern Philosophy: A Theory of Justice, John Rawls; Darwin's Dangerous Idea, Daniel Dennett; After the Terror, Ted Honderich.

[Reading Like a Writer](#) - Francine Prose 2012-04-01

DIV In her entertaining and edifying New York Times bestseller, acclaimed author Francine Prose invites you to sit by her side and take a guided tour of the tools and tricks of the masters to discover why their work has endured. Written with passion, humour and wisdom, Reading Like a Writer will inspire readers to return to literature with a fresh eye and an eager heart - to take pleasure in the long and magnificent sentences of Philip Roth and the breathtaking paragraphs of Isaac Babel; to look to John le Carré for a lesson in how to advance plot through dialogue and to Flannery O'Connor for the cunning use of the telling detail; to be inspired by Emily Brontë's structural nuance and Charles Dickens's deceptively simple narrative techniques. Most importantly, Prose cautions readers to slow down and pay attention to words, the raw material out of which all literature is crafted, and reminds us that good writing comes out of good reading. /div

[UML Distilled](#) - Martin Fowler 2018-08-30

More than 300,000 developers have benefited from past editions of UML Distilled . This third edition is the best resource for quick, no-nonsense insights into understanding and using UML 2.0 and prior versions of the UML. Some readers will want to quickly get up to speed with the UML 2.0 and learn the essentials of the UML. Others will use this book as a handy, quick reference to the most common parts of the UML. The author delivers on both of these promises in a short, concise, and focused presentation. This book describes all the major UML diagram types, what they're used for, and the basic notation involved in creating and deciphering them. These diagrams include class, sequence, object, package, deployment, use case, state machine, activity, communication, composite structure, component, interaction overview, and timing diagrams. The examples are clear and the explanations cut to the fundamental design logic. Includes a quick reference to the most useful parts of the UML notation and a useful summary of diagram types that were added to the UML 2.0. If you are like most developers, you don't have time to keep up with all the new innovations in software engineering. This new edition of Fowler's classic work gets you acquainted with some of the best thinking about efficient object-oriented software design using the UML—in a convenient format that will be essential to anyone who designs software professionally.

[The Most Interesting Person in the Room](#) - Thomas Vernon 2020-10

The Most Interesting Person in the Room is a rich, fast-paced exploratory journey into the world. This debut book from author Thomas Vernon is a glorified fact book, exploring the broad topics into Health, History, Sport, Finance, and Death.

[A Brief Guide to Self-Help Classics](#) - James M. Russell 2019-01-17

From Dale Carnegie's How to Win Friends and Influence People, published in 1936, which has sold over 30 million copies to date, to the mind management programme of Professor Steve Peters' The Chimp Paradox, a concise and insightful guide to seventy of the most influential self-help books ever published An entertaining, accessible companion, for readers of self-help books and sceptics alike. The titles include classics on achieving success, confidence and happiness, mindfulness, how to change your life, self-control, overcoming anxiety and self-esteem issues and stress relief. The chronological arrangement of the titles reveals the intriguing story of how early self-improvement titles were succeeded by increasingly personality-based, materialistic titles and shows how breakout classics often influenced other titles for decades to come. Each book is summarised to convey a brief idea of what it has to offer the interested

reader, while a 'Speed Read' for each book delivers a quick sense of what each writer is like to read and a highly compressed summary of the main points of the book in question. This is a work of reference to dip into, that acknowledges that some of the most powerful insights into ourselves can be found in texts that aren't perceived as being 'self-help' books, and that wisdom and consolation can be found in the strangest places.

[A Brief Guide to Thinking Like a Scientist](#) - Jamie Samson 2017-03-02

This book presents to you a brief guide on how to think critically, using scientific thinking as a foundation. It explores such topics as why science thinking is so appealing, the benefits and limitations of the scientific process and how unconscious biases can impact on your decisions. Throughout this book, Jamie puts what he is presenting in to the context of our everyday lives. The content will arm you with the necessary skills to see the world in a whole new light. 'Really original and interesting examples, this is science thinking at a level everyone can understand!' 'Dr. Samson's engaging and accessible guidance through the intricacies of the scientific maze leaves the reader encouraged and inspired to learn more. We will hope for more from this writer who uses his erudition and humour to clarify and promote the subject he so clearly loves.'

[SysML Distilled](#) - Lenny Delligatti 2014

SysML Distilled is a go-to reference for everyone who wants to start creating accurate and useful system models with SysML. Drawing on his pioneering experience creating models for Lockheed Martin and NASA, Lenny Delligatti illuminates SysML's core components, and shows how to use them even under tight deadlines and other constraints. The reader needn't know all of SysML to create effective models: SysML Distilled quickly teaches what does need to be known, and helps deepen the reader's knowledge incrementally as the need arises.

[A Brief Guide to Classical Civilization](#) - Stephen Kershaw 2010

A general introduction to the classical world from its origins to the fall of the Roman Empire. The book focuses on questions of how we know about Classical civilization from archaeology and history; deals with the Mycenaean era and the world of Myth and Epic in Homer's Iliad & Odyssey; gives an outline of Greek history in the 5th & 4th Centuries BC; looks at Greek social life and the alternative model of Sparta, and considers the achievements of the Greeks in their art and architecture, tragedy and comedy. Turning to Rome, it engages with Roman history, the Roman Epic tradition, the fascinating features of Roman social life, analyses Roman satire, explores the urban environment in Pompeii and Herculaneum, and concludes with the End of Rome.

A Brief Guide to Spiritual Classics - James M. Russell 2016-05-19

This very readable brief guide examines a wide range of spiritual writing that can be read for enjoyment or inspiration, including some books that come from beyond any religious tradition. While written from within the Christian tradition, and offering introductions to the writings of medieval mystics, Quakers and modern evangelists, both Protestant and Catholic, it also looks at classics of secular spirituality and writings from different religious traditions. Each book is explained 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 writer is like to read and a highly compressed summary of the main points of the book in question. This is an excellent reference to dip into, but within sections such as Early Christian Classics, Secular Texts, Lives of Inspiration and Alternative Approaches, the books are arranged chronologically, revealing some interesting juxtapositions and connections between them.

Classics: A Very Short Introduction - Mary Beard 2000-02-24

Explores the relationship between the contemporary world and the ancient one.

[A Brief Guide to Business Classics](#) - James M. Russell 2017-12-07

The world of business books is a curious place where one can find everyone from great businesspeople like Warren Buffett, Steve Jobs and Elon Musk, to the most spectacular business failures such as Enron and the sub-prime business market. There are geniuses, hard workers, academics and entrepreneurs as well a few charlatans and hucksters. There's even room for Donald Trump. The 70 titles covered were chosen with various parameters in mind: to cover a range of areas of business, from sales and marketing to negotiation, entrepreneurship to investing, leadership to innovation, and from traditional and corporate models of business to start-up manuals and alternative angles on the subject. Obvious bestselling titles such as How

to Make Friends and Influence People or 7 Habits of Highly Effective People have been included, but there are also those books of more questionable value often included on recommended lists of business classics, included here by way of warning. The chosen books also cover a wide span of time and acknowledge that some of the most powerful or entertaining insights into business can be found in texts that aren't perceived as being 'business books', for instance The Art of War, Microserfs, Thinking Fast and Slow and The Wealth of Nations. The selection includes a good range of the most recent successes in business publishing with which readers may be less familiar. The titles are arranged chronologically, allowing the reader to dip in, but also casting an intriguing light on how trends in business titles have changed over the years. Among these titles, you will find expert advice, based on solid research (for instance The Effective Executive or Getting to Yes), and inspirational guides to setting up businesses and running them on sound foundations (such as True North, Crucial Conversations, or We) alongside dubious management manuals that take a single flawed idea and stretch it out to the point of absurdity. The hope is that the reader will be inspired to read the best of these titles, ignore the worst of them, and will come away with at least a basic idea of what each has to teach us about business.

Mind the Stop - Gordon Vero Carey 1977

[The Bluffer's Guide to the Classics](#) - Ross Leckie 2005

Be an instant expert in opera and bluff your way Z99 all aficionados No heroics required just a sense of humor From Demi-Gods to Democracy and Oracles to Oratory the Bluffers Guide to the Classics offers all you need to know to achieve th

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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 Branson; 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.

Conscious - Annaka Harris 2019-06-04

NEW YORK TIMES BESTSELLER "If you've ever wondered how you have the capacity to wonder, some fascinating insights await you in these pages." --Adam Grant, New York Times bestselling author of Originals As concise and enlightening as Seven Brief Lessons on Physics and Astrophysics for People in a Hurry, this mind-expanding dive into the mystery of consciousness is an illuminating meditation on the self, free will, and felt experience. What is consciousness? How does it arise? And why does it exist? We take our experience of being in the world for granted. But the very existence of consciousness raises profound questions: Why would any collection of matter in the universe be conscious? How are we able to think about this? And why should we? In this wonderfully accessible book, Annaka Harris guides us through the evolving definitions, philosophies, and scientific findings that probe our limited understanding of consciousness. Where does it reside, and what gives rise to it? Could it be an illusion, or a universal property of all matter? As we try to understand consciousness, we must grapple with how to define it and, in the age of artificial intelligence, who or what might possess it. Conscious offers lively and challenging arguments that alter our ideas about consciousness—allowing us to think freely about it for ourselves, if indeed we can.

50 Success Classics - Tom Butler-Bowdon 2010-12-07

Discover the all-time classic books that have helped millions of people achieve success in their work and personal lives.

A Brief Guide to William Shakespeare - Peter Ackroyd 2013-02-07

An accessible and entertaining journey through the life, times, and work of the Bard - Enigma. Master of language. The greatest comedian in history? The most famous writer in the world. But isn't he a little bit boring? This is an essential guide for anyone who has previously avoided the Bard, and is the perfect introduction for first time students or seasoned theatre lovers. The book contains a full commentary of all the plays by bestselling and renowned writer Peter Ackroyd as well as full descriptions of the cast and the drama; not forgetting the best speeches, and the wit and wisdom from across the works. There is also an opportunity to explore the poems and a complete set of sonnets, as well as an investigation of who the dark lady might have been. Contains: The complete sonnets; the greatest speeches; the best lines. Perfect for students struggling through their first play or for theatre lovers anywhere. Entertaining, accessible, Shakespeare without the boring bits.

Charlotte Huck's Children's Literature - Barbara Kiefer 2009-03-10

The Book of Great Books - W. John Campbell 2001-04-01

Provides a list of one hundred world classics, offering information on plot, characters, main themes, symbolism, and composition for each book.

50 Business Classics - Tom Butler-Bowdon 2018-04-03

50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business ideas seen in the rise of the tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Katherine Graham, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in: ? Entrepreneurship ? Leadership ? Management ? Strategy ? Business history ? Personal development ? Technology and innovation Summarizing the smartest thinking for today's professional success, this book will provide inspiration and insights for entrepreneurs, executives and students of business and management alike.

50 Business Classics - Tom Butler Bowdon 2018-04-05

What do great enterprises have in common? What sort of person starts them? A single idea can help you find the next big thing, but it takes time to trawl through hundreds of business books to find inspiration. With insightful commentaries on the landmark writings of old and new, 50 Business Classics presents the great entrepreneur stories, the best management thinking and the proven ideas on strategy, innovation and marketing - in one volume. 50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business lessons from the rise of tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Warren Buffett, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in: · Entrepreneurship · Leadership · Management · Strategy · Business history · Personal development · Technology and innovation Summarising the smartest thinking for today's professional success, 50 Business Classics provides inspiration and insights for entrepreneurs, executives and students of business and management alike.

Never Eat Shredded Wheat - James M. Russell 2018-10-18

Our memories are mysterious things. One moment we might remember a lengthy poem or the exact street address of a restaurant from our childhood. But the next moment we can struggle to recall where we've put our keys down or the name of the person we have just been introduced to. The human mind is not terribly good at remembering abstract data - but we can do it much more successfully if we create associations with more relatable bits of information, such as familiar people, places, colours, poems or jokes. The mnemonics that many of us learned as children are simply a shortcut to help locate information within your memory. For instance, rather than remember that the clockwise order of the points of the compass is North, East, South, West, we remember the mnemonic 'Never Eat Shredded Wheat', and the combination of humour and a visual reference provides an instant cue for our brains. This book is a cornucopia of mnemonics. Amusing as well as informative, it includes well-known examples that you might remember from school, some of which have been in use for centuries, as well as more recent ones and alternatives to the traditional versions. Ranging across history, science, language, numbers, business, art and much, much more, the mnemonics included here provide quick easy access to a vast amount of fascinating and useful information. In addition, there are sections on working out your own methods and systems to augment the existing mnemonics with your own aides-mémoire, which can help you with everyday tasks such as avoiding common misspellings, or remembering names, faces and numbers.

A Student's Guide to Classics - Bruce S Thornton 2014-07-29

A concise introduction to the literature of Greece and Rome. Bruce Thornton's crisp and informative Student's Guide to Classics provides readers with an overview of each of the major poets, dramatists, philosophers, and historians of ancient Greece and Rome. Including short bios of major figures and a list of suggested readings, Thornton's guide is unparalleled as a brief introduction to the literature of the classical world.

The Routledge International Handbook of the Crimes of the Powerful - Gregg Barak 2015-06-05

Across the world, most people are well aware of ordinary criminal harms to person and property. Often committed by the powerless and poor, these individualized crimes are catalogued in the statistics collected annually by the FBI and by similar agencies in other developed nations. In contrast, the more harmful and systemic forms of injury to person and property committed by powerful and wealthy individuals, groups, and national states are neither calculated by governmental agencies nor annually reported by the mass media. As a result, most citizens of the world are unaware of the routinized "crimes of the powerful", even

though they are more likely to experience harms and injuries from these types of organized offenses than they are from the atomized offenses of the powerless. Research on the crimes of the powerful brings together several areas of criminological focus, involving organizational and institutional networks of powerful people that commit crimes against workers, marketplaces, taxpayers and political systems, as well as acts of torture, terrorism, and genocide. This international handbook offers a comprehensive, authoritative and structural synthesis of these interrelated topics of criminological concern. It also explains why the crimes of the powerful are so difficult to control. Edited by internationally acclaimed criminologist Gregg Barak, this book reflects the state of the art of scholarly research, covering all the key areas including corporate, global, environmental, and state crimes. The handbook is a perfect resource for students and researchers engaged with explaining and controlling the crimes of the powerful, domestically and internationally.

[A Brief Guide to the Greek Myths](#) - Stephen P. Kershaw 2013-02-07

The book leads the reader through these vibrant stories, from the origins of the gods through to the homecomings of the Trojan heroes. All the familiar narratives are here, along with some less familiar characters and motifs. In addition to the tales, the book explains key issues arising from the narratives, and discusses the myths and their wider relevance. This long-overdue book crystallises three key areas of interest: the nature of the tales; the stories themselves; and how they have and might be interpreted. For the first time, it brings together aspects of Greek mythology only usually available in disparate forms - namely children's books and academic works. There will be much here that is interesting, surprising, and strange as well as familiar. Experts and non-experts, adults, students and schoolchildren alike will gain entertainment and insight from this fascinating and important volume.