

## The Dip A Little Book That Teaches You When To Quit And When To Stick

The Little Book of Berkshire is an intriguing, fast-paced, fact-packed compendium of places, people and events in the county, from its earliest origins to the present day. Here you can read about the important contributions Berkshire has made to the history of the nation, and meet some of the great men and women, eccentrics and scoundrels with which its history is littered. Packaged in an easily readable 'dip-in' format, visitors and locals alike will find something to remind, surprise, amuse and entertain them in this remarkably engaging little book.

How to find the soft innovation that will make your product, service, school, church, or career worth talking about. We live in an era of too much noise, too much clutter, too many choices, and too much spam. And as Seth Godin's 200,000-copy bestseller Purple Cow taught the business world, the old ways of marketing simply don't work anymore. The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to create something remarkable. Free Prize Inside, the sequel to Purple Cow, explains how to do just that. It's jammed with practical ideas you can use right now to make your product or service remarkable, so that it will virtually sell itself. Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the little plastic toy that made it irresistible. Godin explains how you can think of a bonus that will make your customers feel just as excited, no matter what business you're in. Consider these free prizes:

- The Tupperware party, which turned buying plastic bowls into a social event
- Flintstones vitamins, which turned a serious product into something fun
- The free change-counting machine at every Commerce Bank branch
- The little blue box from Tiffany, which makes people happy before they even open it

This book offers a way to create free prizes quickly, cheaply, and reliably and persuade others in your organization to help you bring them to life.

The New York Times, BusinessWeek, and Wall Street Journal Bestseller that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the Internet has eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change things, the ability to connect a tribe, and the willingness to lead. If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma led a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.

Everything in our world, from marketing to technology to distribution to the capital markets, is moving at a faster pace than ever. Yet most companies view change as a threat, and survival as the goal. This book transforms all that. It contains a simple yet revolutionary idea: we can evolve our companies the same way nature evolves a species. Evolution is a fundamental force of nature, and Seth Godin demonstrates how it can be put to work in any organisation. The first step is to eliminate the anti-change reflex that's genetically coded into all of us. Once a company learns to 'zoom' (to change without panicking), it is much more likely to evolve. And a company that evolves can become ever more

profitable. For the last five years, bestselling author Seth Godin has repeatedly demonstrated the power of his books by living their advice. He used the tactics in PERMISSION MARKETING to drive the book up the bestseller list. He followed the advice of UNLEASHING THE IDEA VIRUS to turn his treatise into a living example of an ideavirus. Now, as a committed zoomer, he shows his legions of fans how to turn their company into one that can zoom from one change to another. It's a formula for success whether the market is up or down, whether technology is hot or not, in all industries, from retail to tech to services.

Step back from the overload this New Year and find some time for yourself. You are important too. With encouraging reminders, inspiring thoughts, easy wins and practical advice, The Little Book of Self Care will help you identify your needs so you can relax, refuel and find calm in your hectic life. This book will tell you why mindset is key, how to nourish instead of punish yourself, how to exercise and sleep and why it is important to go slow sometimes. You live your whole life being you, so why not be your own best friend?

From the bestselling author of Linchpin, Tribes, and The Dip comes an elegant little book that will inspire artists, writers, and entrepreneurs to stretch and commit to putting their best work out into the world. Creative work doesn't come with a guarantee. But there is a pattern to who succeeds and who doesn't. And engaging in the consistent practice of its pursuit is the best way forward. Based on the breakthrough Akimbo workshop pioneered by legendary author Seth Godin, The Practice will help you get unstuck and find the courage to make and share creative work. Godin insists that writer's block is a myth, that consistency is far more important than authenticity, and that experiencing the imposter syndrome is a sign that you're a well-adjusted human. Most of all, he shows you what it takes to turn your passion from a private distraction to a productive contribution, the one you've been seeking to share all along. With this book as your guide, you'll learn to dance with your fear. To take the risks worth taking. And to embrace the empathy required to make work that contributes with authenticity and joy.

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Apple, Starbucks, Dyson and Pret a Manger have in common? How do they achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place. If you enjoyed reading this, check out Seth Godin's business classic This is Marketing.

The Little Book of Energy Medicine is a simple, easy-to-use "pocket guide" to one of the most powerful alternative health practices in existence today, from world-renowned healer Donna Eden. In this book, Eden draws on more than three decades of experience to offer readers a simple introduction to the core energy medicine exercises she recommends for feeling rejuvenated, happier, more alert, and less anxious. Featuring a Five-Minute Daily Energy Routine for restoring the body's natural energy flow, in addition to information on specific energy medicine exercises that can help combat a host of health conditions from headaches and nausea to insomnia and the common cold, The Little Book of Energy Medicine is essential reading for anyone looking to improve general health and well-being.

Exploring more than 60 of the most important events in world history, this ebook is the perfect introduction to the past, and ideal for summer reads. From the birth of Athenian democracy to the rise and fall of Rome and from the American Revolution to the landing beaches of World War II, The Little Book of History brings the past to life. Includes infographics

and flowcharts that explain complex concepts in a simple but exciting way, this ebook examines the events that shaped our past. Charting the human era from the beginnings of civilization to the modern culture of today this ebook makes the perfect introduction to the human story. One of a series of new, compact sister titles to DK's "Big Ideas" series, The Little Book of History offers you the same combination of clear text and hard-working infographics perfect for vacation reading. In a world where we're constantly bombarded by work and worry, we all need a little boost to our happiness levels now and then. This book of inspiring quotations and simple, easy-to-follow tips provides you with practical advice on thinking positively and achieving a more balanced attitude to life.

A lifestyle guide and tribute to the style, glamour, and showmanship of Hollywood's most iconic star, with Marilyn-inspired lessons and inspiration for today's woman. While the 1950s was in many ways an era of repression for women, Marilyn Monroe broke barriers and rebelled against convention -- and charmed the world with her beauty, talent, and irresistible personality. Filled with gorgeous photos, The Little Book of Marilyn will show you how to bring a touch of that glamour into your own life through: Tutorials on recreating the star's makeup looks Style advice and tips on where to find Marilyn-like fashions Décor ideas from Marilyn's own homes Everyday inspiration from her life that will let your inner Marilyn shine, and much more!

Inspired by the teachings of the Buddha and other great masters, teachers, and writers, this is a book designed to help people connect to their inner divinity and find their spiritual path. It is overflowing with profound quotes, sayings, and insights, each presented alone, allowing the reader to dip in at any time. Each reading is guaranteed to inspire immediately and provide food for thought. Quotations and sayings have been chosen from Gautama Buddha and other "buddhas"--masters of spirituality and inspiration, such as Milarepa, Longchenpa, his Holiness the 14th Dali Lama, Thich Nhat Hanh, and Sogyal Rinpoche, along with other "greats" including Cicero, Rumi, Lao Tzu, Mother Teresa, and Shakespeare. A wonderful book to place on your office desk, coffee table, or bookshelf or by your bed, it is designed to provide daily comfort, wisdom, and spiritual nourishment.

Heal from yesterday's pain and find hope for tomorrow with this inspirational guide -- and learn how God's faithfulness is working for your good, even when times are tough. If we are truly blessed to be a blessing, then we can take the lessons we learn in hardships and turn them around to help others navigate through their seasons of struggle. Hope and healing are the two words God has given us. Hope for tomorrow and healing from yesterday. Shaun Nepstad believes God wants to use our stories to bring hope and healing to others. When it comes to life, we've all asked, "Is there more?" We want to believe there's more to life than what we're currently experiencing. But the problem is, so much in life promises more but doesn't deliver. There's actually only One who can deliver the "more" we need, and that is Jesus. He delivers more than

what we ask for or can even imagine. Consistently. Without fail. No matter what our situation looks like. Don't Quit in the Dip inspires us to keep fighting. To keep believing. And to keep helping us experience God's full blessing.

Let the powerful mantras and inspirational quotes in this book reveal your inner strength and guide you to happiness every single day. This little book is packed with wisdom from writers, spiritual leaders, and philosophers, plus simple, easy-to-follow tips to help you think, feel, and act positively towards yourself and the world."

Most organizations are stuck in a rut. On one hand, they understand all the good things that will come with growth. On the other, they're petrified that growth means change, and change means risk, and risk means death. Nobody wants to screw up and ruin a good thing, so most companies (and individuals) just keep trying to be perfect at the things they've always done. In 2003, Seth Godin's Purple Cow challenged organizations to become remarkable—to drive growth by standing out in a world full of brown cows. It struck a huge chord and stayed on the Business-Week bestseller list for nearly two years. You can hear countless brainstorming meetings where people refer to purple cows and say things like, "That's not good enough. We need to create a big moo!" But how do you create a big moo—an insight so astounding that people can't help but remark on it, like digital TV recording (TiVo) or overnight shipping (FedEx), or the world's best vacuum cleaner (Dyson)? Godin worked with thirty-two of the world's smartest thinkers to answer this critical question. And the team—with the likes of Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, Robyn Waters, Dave Balter, Red Maxwell, and Randall Rothenberg on board—created an incredibly useful book that's fun to read and perfect for groups to share, discuss, and apply. The Big Moo is a simple book in the tradition of Fish and Don't Sweat the Small Stuff. Instead of lecturing you, it tells stories that stick to your ribs and light your fire. It will help you to create a culture that consistently delivers remarkable innovations.

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of

insight, observation, and memorable examples to teach you: \* How to build trust and permission with your target market. \* The art of positioning--deciding not only who it's for, but who it's not for. \* Why the best way to achieve your goals is to help others become who they want to be. \* Why the old approaches to advertising and branding no longer work. \* The surprising role of tension in any decision to buy (or not). \* How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

Twelve-year-old Lise watches her safe world fall apart when her strong, self-reliant mom is injured in a car accident. To recuperate, Mom takes Lise and her bright little brother to live in a rattletrap house on the beach in Maine for the summer. Although her mother grew up there, this is Lise's first experience with the ocean. She's terrified by what may be lurking in the cold depths and confused by the ways that Maine is changing her mother. As secrets from the past start spilling out, even the solid earth may not keep Lise safe anymore. Lise will have to learn to go with the flow -- or risk falling apart -- in this tender, funny, and wise novel...the story of one family's unforgettable summer.

Presents the story of the great Athenian warrior and general Alcibiades, from his great victories on behalf of Athens to his later alliances with Sparta and Persia and his role in the eventual downfall of Athens.

In *The Icarus Deception*, Seth Godin's most inspiring book, he challenges readers to find the courage to treat their work as a form of art. Everyone knows that Icarus's father made him wings and told him not to fly too close to the sun; he ignored the warning and plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial economy. What boss wouldn't want employees to believe that obedience and conformity are the keys to success? But we tend to forget that Icarus was also warned not to fly too low, because seawater would ruin the lift in his wings. Flying too low is even more dangerous than flying too high, because it feels deceptively safe. The safety zone has moved. Conformity no longer leads to comfort. But the good news is that creativity is scarce and more valuable than ever. So is choosing to do something unpredictable and brave: Make art. Being an artist isn't a genetic disposition or a specific talent. It's an attitude we can all adopt. It's a hunger to seize new ground, make connections, and work without a map. If you do those things you're an artist, no matter what it says on your business card. Godin shows us how it's possible and convinces us why it's essential. 'If Seth Godin didn't exist, we'd need to invent him' *Fast Company* 'Seth Godin is a demigod on the web, a bestselling author, highly sought-after lecturer, successful entrepreneur, respected pundit and high-profile blogger' *Forbes* Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including *Permission Marketing*, *Purple Cow*, *All Marketers are Liars*, *The Dip* and *Tribes*. He is the CEO of *Squidoo.com* and a very popular lecturer. His blog, [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com), is the most influential business blog in the world, and consistently one of

the 100 most popular blogs on any subject..

Little Book of Louis Vuitton is the pocket-sized and fully illustrated story of one of the world's most luxurious fashion houses. Louis Vuitton's monogrammed bags have been seen on the arms of celebrities and royals alike for over 150 years. From the young Louis seeking his fortune in Paris through to two world wars, the Great Depression, the Jazz Age and the Swinging Sixties, there is no era in which this most opulent of brands hasn't thrived. Detailing the global expansion of Louis Vuitton in the 1980s, the creation of the powerful fashion conglomerate LVMH, and the appointment in 1997 of Marc Jacobs, this is the story of a transformation from luggage company to high-fashion label. Louis Vuitton's continued evolution under the creative direction of Nicolas Ghesquière and Virgil Abloh is also depicted through fabulous images and captivating text.

For college and high school students, a convenient, comprehensive, and affordably priced guide to the 35 most frequently assigned books.

BONUS: This edition contains an excerpt from Steven Pressfield's *The Profession*. The author of the international bestsellers *Gates of Fire* and *Tides of War* delivers his most gripping and imaginative novel of the ancient world—a stunning epic of love and war that breathes life into the grand myth of the ferocious female warrior culture of the Amazons. Steven Pressfield has gained a passionate worldwide following for his magnificent novels of ancient Greece, *Gates of Fire* and *Tides of War*. In *Last of the Amazons*, Pressfield has surpassed himself, re-creating a vanished world in a brilliant novel that will delight his loyal readers and bring legions more to his singular and powerful restoration of the past. In the time before Homer, the legendary Theseus, King of Athens (an actual historical figure), set sail on a journey that brought him into the land of tal Kyrte, the “free people,” a nation of proud female warriors whom the Greeks called “Amazons.” The Amazons, bound to each other as lovers as well as fighters, distrusted the Greeks, with their boastful talk of “civilization.” So when the great war queen Antiope fell in love with Theseus and fled with the Greeks, the mighty Amazon nation rose up in rage. *Last of the Amazons* is not merely a masterful tale of war and revenge. Pressfield has created a cast of extraordinarily vivid characters, from the unforgettable Selene, whose surrender to the Greeks does nothing to tame her; to her lover, Damon, an Athenian warrior who grows to cherish the wild Amazon ways; to the narrator, Bones, a young girl from a noble family who was nursed by Selene from birth and secretly taught the Amazon way; to the great Theseus, the tragic king; and to Antiope, the noble queen who betrayed tal Kyrte for the love of Theseus. With astounding immediacy and extraordinary attention to military detail, Pressfield transports readers into the heat and terror of war. Equally impressive is his creation of the Amazon nation, its people, its rituals and myths, its greatness and savagery. *Last of the Amazons* is thrilling on every page, an epic tale of the clash between wildness and

civilization, patriotism and love, man and woman.

Celebrate the LGBTQ community with this small but perfectly formed guide to Pride. What began as a protest for gay rights following the Stonewall riots of 1969 in New York has grown to become a global celebration of LGBTQ culture. In the 50-odd years since the original protest, and what is now widely accepted to be the first Pride march – Christopher Street Liberation Day, 1970 – Pride events are now attended by millions each year, celebrating how far we've come, recognising where we have to go and highlighting important causes in the queer community. The Little Book of Pride is a concise look at everything you need to know about Pride, revealing the history, the key people involved, the best Pride events around the world, inspirational quotes from famous queers, Pride facts and a fun Pride survival guide.

More and more of us are suffering from the stresses and strains of modern life. Mindfulness is an increasingly popular discipline that can not only help alleviate the symptoms of stress, anxiety and depression brought on by the pressures of our daily existence but can actually bring calm, joy and happiness into our lives. In The Little Book of Mindfulness Tiddy Rowan, herself a practitioner for over 30 years, has gathered together a seminal collection of over 150 techniques, tips, exercises, advice and guided meditations that will enable people at every level to follow the breath, still the mind and relax the body, whilst generating and boosting a feeling of well-being and contentment that will permeate every aspect of everyday life. The perfect little gift to bring lasting happiness and peace for friends and family.

Unplug, relax, and return to the simpler life with these easy, step-by-step ideas for your favorite cottagecore activities including baking from scratch and easy container gardening. Returning to the simpler life has never been easier. If you're craving the aroma of freshly baked bread, spending more time in nature, or seeing the sunlight filtering through homemade curtains, then cottagecore is for you! The Little Book of Cottagecore helps you make simple living a reality with delightful cottagecore activities you can enjoy no matter where you live. Whether you're interested in baking pies from scratch, basic sewing and cross stitch, gardening, beekeeping, or making candles and soaps, this book is full of fun, hands-on activities that make it easy and enjoyable to unplug from modern life. Full of step-by-step instructions and homegrown inspiration, you'll find fun, practical ways to enjoy rustic and relaxing cottagecore activities in your everyday life.

Ruskin Bond, India's most loved author, puts together his favourite sayings, aphorisms and quotations in this delightful little book on life and living. Drawing on his own observations and life experiences and those of his favourite authors, he presents thoughts on nature, friendship, love, family, money, enemies in short, pithy statements. This is a book you can dip into anytime, and come up with something that will make you smile or think with its wit and gentle common sense.

Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In How Big Is Your God? Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from

Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God.

If you are leading or part of a team making big change happen you are probably familiar with questions such as: • How do we create the sense of shared endeavour, and feeling of unity and purpose? • How do I bring together and build a team that is consistently efficient, effective and fun to be part of? • How do we engage people within and beyond the organisation so that big change becomes possible? The Little Book of Making Big Change Happen distills wisdom from many years and thousands of conversations with hundreds of people in the thick of making big change happen. Discover how you can solve your challenging questions, build resilience, attract support, inspire others, protect and build organisational reputation and develop innovative habits and solutions. Written in a concise, easy-to-read style, The Little Book of Making Big Change Happen is perfect to dip into in a quiet moment, as well as for thorough study. It will appeal to anyone looking to transform their own organisation, or make a big change happen out in the world, with thought provoking, practical and profound advice.

V is for Vulnerable by Seth Godin is a full-color ABC book for grown-ups, with a powerful message about doing great work. V is for Vulnerable looks and feels like a classic picture book. But it's not for kids, it's for hardworking adults. It highlights twenty-six of Seth Godin's principles about treating your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod. A sample: A is for Anxiety, which is experiencing failure in advance. Tell yourself enough vivid stories about the worst possible outcome and you'll soon come to believe them. Worry is not preparation, and anxiety doesn't make you better. F is for Feedback, which can be either a crutch or a weapon. Use it to make your work smaller, safer, and more likely to please everyone (and fail in the long run). Or use it as a lever to further push you to embrace what you fear and what you're capable of. This is unlike any previous Godin book and makes a great gift, both for loyal fans and those who've never read him before. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo.com and a very popular lecturer. His blog, [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com), is the most influential business blog in the world, and consistently one of the 100 most popular blogs on any subject.

As one of today's most influential business thinkers, Seth Godin helps his army of fans stay focused, stay connected, and stay dissatisfied with the status quo, the ordinary, the boring. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and managers around the world. Now, for the first time, Godin has collected the most provocative short pieces from his pioneering blog—ranked #70 by Feedster (out of millions published) in worldwide readership. This book also includes his most popular columns from Fast Company magazine, and several of the short e-books he has written in the last few years. A sample: • Bon Jovi And The Pirates • Christmas Card Spam • Clinging To Your Job Title? • How Much Would You Pay to Be on Oprah's Show? • The Persistence of Really Bad Ideas • The Seduction of "Good Enough" • What Happens When It's All on Tape? • Would You Buy Life Insurance at a Rock Concert? Small is the New Big is a

huge bowl of inspiration that you can gobble in one sitting or dip into at any time. As Godin writes in his introduction: "I guarantee that you'll find some ideas that don't work for you. But I'm certain that you're smart enough to see the stuff you've always wanted to do, buried deep inside one of these riffs. And I'm betting that once inspired, you'll actually make something happen."

**THE SUNDAY TIMES BESTSELLER** We all want to lead a happy life. Traditionally, when in need of guidance, comfort or inspiration, many people turn to religion. But there has been another way to learn how to live well - the humanist way - and in today's more secular world, it is more relevant than ever. In **THE LITTLE BOOK OF HUMANISM**, Alice Roberts and Andrew Copson share over two thousand years of humanist wisdom through an uplifting collection of stories, quotes and meditations on how to live an ethical and fulfilling life, grounded in reason and humanity. With universal insights and beautiful original illustrations, **THE LITTLE BOOK OF HUMANISM** is a perfect introduction to and a timeless anthology of humanist thought from some of history and today's greatest thinkers.

From the corseted rabble-rousers of the suffragist movement to the sharp-fingered bloggers of today, this comprehensive little guide will teach you the history, theory and big issues and everything you need to know to become a card-carrying feminist.

A full-color book about art, bravery and doing work that matters

Clever little ways to improve your daily life!

"A one-two punch! Half kick in the ass, half cheerleading encouragement." —Steven Pressfield, author of *The War of Art* If you are happy being just a dreamer, perhaps you don't need this book. If you're enjoying the status quo, don't even consider reading this book. If you are content waiting for success to find you, please put this book down and go find something else to read. Why has *Poke the Box* become a cult classic? Because it's a book that dares readers to do something they're afraid of. It could be what you need, too. "Is Seth Godin the Pied Piper for however many of us have been afraid to fail? Will I answer his call? Will you?"

—Peter Shermeta, reviewing the original edition of *Poke the Box*

A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun...then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can beat the Dip to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

Modern life can often feel hectic, stressful and anxiety-inducing. Now more than ever it is harder to escape the sense of chaos in the world. Tiddy Rowan's timeless book is designed to help us find a sense of inner peace and greater harmony with the people

we live near, our environment and the world. The Little Book of Peace is an anthology of musings, insights and stories on peace and how we attain it in life, drawing from the wisdom of philosophers, religious leaders, secular thinkers, writers, poets and artists. This beautifully designed book will inspire, soothe and uplift the soul.

The Little Book of London is a funny, fast-paced, fact-packed compendium of the sort of frivolous, fantastic or simply strange information which no-one will want to be without. London's looniest laws, its most eccentric inhabitants, and the realities of being royal and literally hundreds of wacky facts about the world's greatest city.

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