
Predatory Thinking

Predatory Value Extraction
 Life of the Party
 SPIN-farming Basics
 Big Nate
 The Power of Ignorance
 I Don't Want to Die Poor
 The Wives
 Dangerous Thinking in the Age of the New Authoritarianism
 The Predator
 How to Think Like an Officer
 The Professor Is In
 Great Minds Don't Think Alike
 "Stop!" How to control predatory chasing in dogs
 Leopardology
 Bullspotting
 My Education
 American Nightmare
 Staying with the Trouble
 It's Even Worse Than You Think
 Predatory Thinking
 Tampa
 The Smart Thinking Book
 The Little Blue Book
 They Never Learn
 But What If We're Wrong?
 CREATIVE BLINDNESS (AND HOW TO CURE IT)
 The Predator State
 Creative Mischief
 The Idea of You
 Monster of God: The Man-Eating Predator in the Jungles of History and the Mind
 Predatory Marketing
 Elastic
 One Plus One Equals Three
 European Union Foreign Policy in a Changing World
 The Jack-Roller
 Dead Souls
 Scientific Writing = Thinking in Words
 "Surely You're Joking, Mr. Feynman!": Adventures of a Curious Character
 Animal Minds
 Predatory Thinking

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JADA LIVINGSTON

Predatory Value Extraction Crown Business

"Predatory Marketing" is based on one powerful principle: find out what competitors do best and convince their customers that you can do it better. Applying this prescription to all aspects of marketing, this book reveals proven methods for winning customer satisfaction and loyalty. Includes special nationwide Consumer Mind Reader surveys conducted exclusively for this book.

Life of the Party Prometheus Books

The best-selling author of *Subliminal* and *The Drunkard's Walk* teaches you how to tap into the hidden power of your brain. "Elastic is a book that will help you survive the whirlwind." —Daniel H. Pink, author of *When* and *A Whole New Mind* Named to the 800-CEO-READ Business Book Awards Longlist In this startling and provocative look at how the human mind deals with change, Leonard Mlodinow shows us to unleash the natural abilities we all possess so we can thrive in dynamic and troubled times. Truly original minds capitalize when everyone else struggles. And most of us assume that these abilities are innate, reserved for a select few. But Mlodinow reveals that we all possess them, that we all have encoded in our brains a skill he terms elastic thinking—and he guides us in how to harness it. Drawing on groundbreaking research, Mlodinow outlines how we can learn to let go of

comfortable ideas and become accustomed to ambiguity and contradiction; how we can rise above conventional mindsets and reframe the questions we ask; and how we can improve our ability to solve problems and generate new ideas—critical skills for achieving professional and personal success in our quickly morphing world.

SPIN-farming Basics Macmillan

Homeowners who can't borrow from banks have long turned to the subprime lending industry for mortgages. Increasingly, that industry has turned on them by charging outrageous fees and usurious interest, and then taking their homes through foreclosure. Richard Lord explores the spread of predatory lending practices. And it tells the stories of borrowers who've been taken, contractors and brokers who've been co-opted, lenders who've cheated--and the world's biggest financial titans, who've cashed in. A battle is taking shape that could determine whether home ownership for working people will be an achievable dream or an American nightmare. Richard Lord is a writer for the "Pittsburgh City Paper" whose work on subprime lending has won numerous awards.

Big Nate Simon and Schuster

Leopardology™ - the art of Positive Predatory Thinking. Critical business strategy, gleaned from the hunt of the African leopard. Critical business thinking and strategy, gleaned from the hunting habits and techniques of the African leopard, perhaps the most successful predator on earth! Using the hunting habits and techniques of Africa's most successful predator, Leopardology™ draws metaphors of personal and business success that will

simply leave you spellbound! Having the “lion's share” of market territories and clients, to which corporations have been accustomed, is no longer the case. Competitor predators are continually on the prowl for your market share and profit. On the plains of the African savannah, deficiencies of vision, strategy, trust and change-management are often the indicators that lead alert predators to easy prey. Not unlike the world of commerce, in the bushlands of Africa, if one is not hunting to survive, one will simply survive to be hunted!

[The Power of Ignorance](#) Lulu.com

How do you make something out of nothing? Up your game with this masterclass in creative thinking. Combining Dave Trott's distinctive, almost Zen-like storytelling, humour and practical advice, *One Plus One Equals Three* is a collection of provocative anecdotes and thought experiments designed to light a fire under your own creative ambitions. From the First World War sailor who survived being sunk three times in one day to the one-time 'merchant of death' who made his name a byword for peace, and the gypsy who lost two fingers and then reinvented jazz. From boardroom to battlefield, these stories of unconventional wisdom from one of the world's true advertising greats are a rallying cry for anyone who wants to think differently, stand out and truly innovate.

I Don't Want to Die Poor Morgan James Publishing

Predatory Value Extraction explains how an ideology of corporate resource allocation known as 'maximizing shareholder value' (MSV) that emerged in the 1980s came to dominate strategic thinking in business schools and corporate boardrooms in the United States. Undermining the social foundations of sustainable prosperity, it resulted in employment instability, income inequity, and slow productivity growth. In explaining what happened to sustainable prosperity, William Lazonick and Jang-Sup Shin focus on the growing imbalance between value creation and value extraction in the U.S. economy, and the corporate-governance institutions that determine this balance in the nation's major business corporations. The imbalance has become so extreme that predatory value extraction is now a central economic activity, to the point at which the U.S. economy as a whole can be aptly described as a value-extracting economy. Balancing the contributions of economic actors to value creation with their power to extract value provides the foundation for stable and equitable economic growth. When certain economic actors are able to assert their power to extract far more value than they contribute to the value-creation process, an imbalance occurs which, when extreme, leads to dire economic, political, and social consequences. This book not only explores these consequences, but also sets out an agenda for restoring sustainable prosperity.

The Wives Dial Press Trade Paperback

New York Times Bestseller *The Trump administration is remaking the government. It's Even Worse Than You Think: What the Trump Administration Is Doing to America* tells us exactly how it is making America worse again. Bestselling author and longtime Trump observer David Cay Johnston shines a light on the political termites who have infested our government under the Trump Administration, destroying it from within and compromising our jobs, safety, finances, and more. No journalist knows Donald Trump better than David Cay Johnston, who has been following him since 1988. *It's Even Worse Than You Think: What the Trump Administration Is Doing to America* goes inside the administration to show how the federal agencies that touch the lives of all Americans are being undermined. Here is just some of what you will learn: The Wall. Mexican President Enrique Peña Nieto told President Trump that Mexico will never pay for the border wall. So, Trump is proposing putting a tariff on Mexican imports. But a tariff will simply raise the price of Mexican goods in the US, meaning American consumers will end up paying for the wall—if it ever gets built. Climate Change. Welcome to the new EPA, run by Scott Pruitt, a lawyer who has spent much of his career trying to destroy the agency he now heads. Secrecy reigns at the new EPA because Pruitt meets with industry executives to find out which clean air and clean water provisions they most want to roll back, and keeps staffers in the dark to make sure these pro-pollution plans don't leak prematurely. Stocking the Swamp. Contrary to his promise to “drain the swamp” in Washington, DC, Trump has filled his cabinet with millionaires and billionaires, from Treasury Secretary Steven Mnuchin, a Goldman Sachs and hedge fund veteran who made much of his fortune foreclosing on homeowners to billionaire heiress Education Secretary Betsy DeVos, who has already put the interests of bankers ahead of debt-burdened students and their families. The Kleptocracy. Under Donald Trump conflict of interest is passé. When Trump isn't in Washington, he stays at one of his properties, where the taxpayers pick up the tab for staffers, Secret Service, and so on, all at full price. And back in Washington, everyone now knows that the Trump International Hotel is the only place to stay if you want to do business with the administration. Meanwhile sons Donald Jr. and Eric run an eyes-wide-open blind trust of Trump holdings to avoid the appearance of conflict of interest—but not the reality.

Dangerous Thinking in the Age of the New Authoritarianism Penguin

Plenty of people are intelligent and have the right qualifications. But in business, to be successful, you also have to be smart and creative. This book contains 60 pieces of distilled wisdom to help you think smartly and creatively, and to enable you to stand out from the others. By the author of the bestselling 'The Diagrams Book' (12 languages licensed), each piece of advice can be read in one minute or the entire book in one hour. Divided into six main sections (Growth, Communication, Innovation, Creativity, Relationships and Thinking, this powerful little book draws from a range of disciplines and perspectives to enable readers to transform the way they approach work and life. LID Publishing's popular Concise Advice Lab notebooks are designed to be quick and comprehensive brainstorming tools and skill-building resources for busy professionals. The small trim size makes it easy to take along in a briefcase or purse. Interior pages are matte finish, so ink won't smear, and there's plenty of space to jot notes. A ribbon makes it easy to mark your place, and the elastic outer band keeps the notebook closed.

The Predator Vintage

Two explorers are walking through the jungle. Suddenly they hear a tiger roar. One explorer sits down and takes a pair of running shoes out of his backpack. You're crazy, you'll never out-run a tiger, says the other explorer. I don't have to out-run the tiger, he replies. I just have to out-run you. Predatory Thinking involves looking at a challenge you can't solve and getting upstream of it - changing it into a challenge you can solve. Written in the form of engaging, brilliantly lean anecdotes and stories, it is the philosophy that has underpinned Dave Trott's distinguished career as a copywriter, creative director, and founder of some of London's most high-profile advertising agencies. Drawing on Eastern and Western philosophy, and colourful characters that range from Second World War fighter pilots to Picasso, Plutarch and Warren Beatty, this book represents the distilled wisdom of a lifetime at the creative cutting edge.

How to Think Like an Officer Columbia University Press

"Rich detail and vivid anecdotes of adventure....A treasure trove of exotic fact and hard thinking." —New York Times Book Review For millennia, lions, tigers, and their man-eating kin have kept our dark, scary forests dark and scary, and their predatory majesty has been the stuff of folklore. But by the year 2150 big predators may only exist on the other side of glass barriers and chain-link fences. Their gradual disappearance is changing the very nature of our existence. We no longer occupy an intermediate position on the food chain; instead we survey it invulnerably from above—so far above that we are in danger of forgetting that we even belong to an ecosystem. Casting his expert eye over the rapidly diminishing areas of wilderness where predators still reign, the award-winning author of *The Song of the Dodo* and *The Tangled Tree* examines the fate of lions in India's Gir forest, of saltwater crocodiles in northern Australia, of brown bears in the mountains of Romania, and of Siberian tigers in the Russian Far East. In the poignant and troublesome ferocity of these embattled creatures, we recognize something primeval deep within us, something in danger of vanishing forever.

[The Professor Is In](#) Simon and Schuster

From the author of *Never Never*, co-written with Colleen Hoover! #1 New York Times bestselling author Tarryn Fisher delivers a pulse-pounding, fast-paced suspense novel that will leave you breathless—an instant bestselling thriller you won't be able to put down! Imagine that your husband has two other wives. You've never met the other wives. None of you know each other, and because of this unconventional arrangement, you can see your husband only one day a week. But you love him so much you don't care. Or at least that's what you've told yourself. But one day, while you're doing laundry, you find a scrap of paper in his pocket—an appointment reminder for a woman named Hannah, and you just know it's another of the wives. You thought you were fine with your arrangement, but you can't help yourself: you track her down, and, under false pretenses, you strike up a friendship. Hannah has no idea who you really are. Then Hannah starts showing up to your coffee dates with telltale bruises, and you realize she's being abused by her husband. Who, of course, is also your husband. But you've never known him to be violent, ever. Who exactly is your husband, and how far would you be willing to go to find out? And who is his mysterious third wife? "Nail-biting, heart-clenchingly good."—Alexandra Torre, *New York Times* bestselling "[A] lightning-fast plot."—Kirkus "Suspense fans will be rewarded."—Publishers Weekly "Some sharp twists."—Booklist How far will one twin go to uncover where her "good half" has gone? Find out in *Good Half Gone*, #1 New York Times Bestselling author Tarryn Fisher's next riveting suspense novel! Looking for more great reads by Tarryn Fisher? Don't miss: *Never Never* *An Honest Lie* *The Wrong Family* *Great Minds Don't Think Alike* Simon and Schuster

"The wise man knows he doesn't know. The fool doesn't know he doesn't know." Lao Tzu "In the West they only respect experts. But the expert mind is the closed mind." Shunryu Suzuki What's the most important step in fixing a puncture? It isn't jacking up the car, or taking the wheel off, or finding the puncture. There's something more fundamental than any of those. Something without which you can't even begin to fix a puncture. The most important step is finding out you've got a puncture. Without that you can't do anything. Instead of saying, "It's just a bit bumpy, must be the road," and carrying on, you must acknowledge that something has changed and you don't know what that is. If you don't admit you don't know what's happening, you can never find out. If you don't find out, you can never change it. The most important step, always, is admitting you don't know. That's the power of ignorance. In this latest collection of real-life stories, Dave Trott provides lessons about problem solving and creative thinking that can be applied in advertising, business, and the wider world. With his trademark wit, wisdom and critical eye, he shows how great problem solvers and creative thinkers are those who are not afraid to say "I don't know."

"Stop!" *How to control predatory chasing in dogs* Pan Macmillan

A dazzling debut collection of raw and explosive poems about growing up in a sexist, sensationalized world, from a thrilling new feminist voice. i'm a good girl, bad girl, dream girl, sad girl girl next door sunbathing in the driveway i wanna be them all at once, i wanna be all the girls i've ever loved —from "Girl" Lauded for the power of her writing and having attracted an online fan base of millions for her extraordinary spoken-word performances, Olivia Gatwood now weaves together her own coming-of-age with an investigation into our culture's romanticization of violence against women. At times blistering and riotous, at times soulful and exuberant, *Life of the Party* explores the boundary between what is real and what is imagined in a life saturated with fear. Gatwood asks, How does a girl grow into a woman in a world racked by violence? Where is the line between perpetrator and victim? In precise, searing language, she illustrates how what happens to our bodies can make us who we are. Praise for *Life of the Party* "Delicately devastating, this book will make us all 'feel less alone in the dark.'"—Miel Bredouw, writer and comedian, *Punch Up the Jam* "Gatwood writes about the women who were forgotten and the men who got off too easy with an effortlessness and empathy and anger that yanked every emotion on the spectrum out of me. Imagine, we get to live in the age of Olivia Gatwood. Goddamn."—Jamie Loftus, writer and comedian, *Boss Whom Is Girl* and *The Bechdel Cast* "I've read every poem in *Life of the Party*. I've read each of them more than once. In some parts of the book the spine is already breaking because I've spent so much time poring over it and losing hours in this world Olivia Gatwood has partly created, but partly just invited the reader to enter on their own, caution signs be damned. This book is enlightening, inspiring, igniting, and f***ing scary. I loved every word on every page with a ferocity that frightened me."—Madeline Brewer, actress, *The Handmaid's Tale*, *Orange Is the New Black*, and *Cam*

[Leopardology](#) Harlequin

The Jack-Roller tells the story of Stanley, a pseudonym Clifford Shaw gave to his informant and co-author, Michael Peter Majer. Stanley was sixteen years old when Shaw met him in 1923 and had recently been released from the Illinois State Reformatory at Pontiac, after serving a one-year sentence for burglary and jack-rolling (mugging). Vivid, authentic, this is the autobiography of a delinquent—his experiences, influences, attitudes, and values. The Jack-Roller helped to establish the life-history or "own story" as an important instrument of sociological research. The book remains as relevant today to the study and treatment of juvenile delinquency and maladjustment as it was when originally published in 1930.

Bullspotting John Wiley & Sons

Big Nate, a.k.a. middle schooler Nate Wright, is eleven years old, four-and-a-half feet tall, and the wunderkind creation of cartoonist Lincoln Peirce. Nate is also the star of six novelized books to be published by HarperCollins, the first of which debuted on the *New York Times* children's best-seller list. This Big Nate Collection collects Peirce's Big Nate strips, originally published only in newspapers. For those not familiar with Big Nate, think *Diary of a Wimpy Kid* meets *Calvin and Hobbes*. Nate is a self-described genius and a sixth-grade Renaissance man equipped with only a #2 pencil and the

unshakable belief that he is destined for greatness (a fortune cookie told him so). He fights a daily battle against overzealous teachers, undercooked cafeteria food, and all-around conventionality. He's the original rebel without a clue, alternately abrasive and endearing to classmates and teachers alike. Throughout Peirce's Big Nate Collection, Nate blazes an unforgettable trail through the sixth grade at P.S. 38, earning straight As in laughs (and numerous detentions) along the way.

My Education W. W. Norton & Company

One of NPR's Best Books of 2020 One of Time's 100 Must-Read Books of 2020 From the New York Times bestselling author of *I Can't Date Jesus*, which *Vogue* called "a piece of personal and cultural storytelling that is as fun as it is illuminating," comes a wry and insightful essay collection that explores the financial and emotional cost of chasing your dreams. Ever since Oprah Winfrey told the 2007 graduating class of Howard University, "Don't be afraid," Michael Arceneaux has been scared to death. You should never do the opposite of what Oprah instructs you to do, but when you don't have her pocket change, how can you not be terrified of the consequences of pursuing your dreams? Michael has never shied away from discussing his struggles with debt, but in *I Don't Want to Die Poor*, he reveals the extent to which it has an impact on every facet of his life—how he dates; how he seeks medical care (or in some cases, is unable to); how he wrestles with the question of whether or not he should have chosen a more financially secure path; and finally, how he has dealt with his "dream" turning into an ongoing nightmare as he realizes one bad decision could unravel all that he's earned. You know, actual "economic anxiety." *I Don't Want to Die Poor* is an unforgettable and relatable examination about what it's like leading a life that often feels out of your control. But in Michael's voice that's "as joyful as he is shrewd" (BuzzFeed), these razor-sharp essays will still manage to make you laugh and remind you that you're not alone in this often intimidating journey.

American Nightmare W. W. Norton & Company

"In this sly and salacious work, Nutting forces us to take a long, unflinching look at a deeply disturbed mind, and more significantly, at society's often troubling relationship with female beauty." (San Francisco Chronicle) In Alissa Nutting's novel *Tampa*, Celeste Price, a smoldering 26-year-old middle-school teacher in Florida, unrepentantly recounts her elaborate and sociopathically determined seduction of a 14-year-old student. Celeste has chosen and lured the charmingly modest Jack Patrick into her web. Jack is enthralled and in awe of his eighth-grade teacher, and, most importantly, willing to accept Celeste's terms for a secret relationship—car rides after dark, rendezvous at Jack's house while his single father works the late shift, and body-slammings erotic encounters in Celeste's empty classroom. In slaking her sexual thirst, Celeste Price is remorseless and deviously free of

hesitation, a monstrosity of pure motivation. She deceives everyone, is close to no one, and cares little for anything but her pleasure. *Tampa* is a sexually explicit, virtuosically satirical, American Psycho-esque rendering of a monstrously misplaced but undeterrable desire. Laced with black humor and crackling sexualized prose, Alissa Nutting's *Tampa* is a grand, seriocomic examination of the want behind student / teacher affairs and a scorching literary debut.

Staying with the Trouble Simon and Schuster

The second edition of *European Union Foreign Policy in a Changing World* provides a clear introduction to the complexities of contemporary European foreign policy and offers a fresh and distinctive perspective on the nature of the EU's international identity. Thoroughly revised and expanded, the book explores how and why the EU tries to achieve five core foreign policy objectives: the encouragement of regional cooperation; the advancement of human rights; the promotion of democracy and good governance; the prevention of violent conflicts; and the fight against international crime, including terrorism. In pursuing these goals, the book illustrates how the EU is faced with acute policy dilemmas because the five objectives not only clash with each other, but also with additional policy priorities – such as securing energy supplies or establishing strategic partnerships with key powers. The uniqueness of the EU as a global actor is carefully assessed, and its key policies and the related dilemmas it faces compared with those of other international actors. This well-written and thoroughly researched book will be a valuable resource for undergraduate and postgraduate students of European politics, foreign policy analysis, international relations and related disciplines.

It's Even Worse Than You Think Rowman & Littlefield

Solène Marchand begins an impassioned affair with a member of her daughter's favorite boy band.

Predatory Thinking Andrews McMeel Publishing

'A brilliant advertising copywriter and a great team leader. His ideas are equally applicable to writing a novel, making a film, launching a product, managing a football team, instituting life changes and any activity you can imagine. Genius' - Sunday Times Life is a zero-sum game. Drawing on Eastern and Western philosophy, and colourful characters from Picasso and Socrates to Warren Beatty, this book represents a lifetime of wisdom learned at the creative cutting edge. *Predatory Thinking* is a masterclass in how to outwit the competition, in ordinary life as well as in business. It is the philosophy that has underpinned Dave Trott's distinguished career as a copywriter, creative director, and founder of some of London's most high-profile advertising agencies.