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CASON DIAZ

Change Maker Penguin

A groundbreaking holistic self-care manual for the heart that reveals how to reverse and prevent heart disease now. Cardiovascular disease (CV) is the number one killer in the Western world. But it doesn't need to be. The truth is that more than 75 percent of cases of heart attacks, strokes, and other cardiovascular disease events are preventable. In *The Whole Heart Solution*, America's Holistic Heart Doc Joel K. Kahn, MD, reveals more than 75 simple, low-cost things you can do right away—from drinking your veggies to opening your windows to walking barefoot—to make yourself heart attack proof. Here's what leading physicians and other experts have to say about *The Whole Heart Solution*: "If you want to raise your heart energy, keep your heart arteries clean, and identify the root causes of heart disease to avoid stents and bypass surgery, Dr. Kahn has your prescriptions ready to use. This is a unique manual of caring for your heart by taking out the bad stuff and putting in the good stuff. A must-read." --Mark Hyman, MD, *New York Times* bestselling

author of *UltraMetabolism*, *Blood Sugar Solution* and others "Coronary artery disease and heart attacks are avoidable through superior nutrition. Dr. Kahn can lead the way to change the face of cardiology in America." --Joel Fuhrman, MD, *New York Times* bestselling author of *Eat to Live*, *The End of Diabetes* and others, Board Certified Family physician, Research Director of the Nutritional Research Foundation "This is an important book that everyone needs to read. Dr. Kahn is an expert at translating complex information into easy-to-understand, usable techniques to have a better heart and brain." --Daniel G. Amen, MD, *New York Times* bestselling author of *Change Your Brain*, *Change Your Life* and others "Heart disease is mostly preventable, and if we all took a page from Dr. Joel Kahn, America would be a whole lot healthier and happier." --Jason Wachob, founder and CEO, *MindBodyGreen.com* "Dr. Joel Kahn has a national reputation as one of the top cardiologists in the US. [His book] will be a tremendous asset to patients, their families and physicians." --Mark Houston, MD, MS, Director, Hypertension Institute and Vascular Biology of Nashville, TN, and author of *What Your Doctor May Not Tell You about Heart Disease* "The heart can be strengthened in so many ways without surgery. Doctors need to be champions of real health, food-based health, fitness-based health. I know champions and Dr. Kahn is a champion." --John Salley, four-time NBA

champion "Dr. Joel Kahn is a...leader in the cardiology world in recognizing the importance of food and lifestyle for heart conditions. His book will be a winner for all involved." --Neal D. Barnard, MD, Adjunct Associate Professor of Medicine at George Washington University School of Medicine and bestselling author of *Dr. Neal Barnard's Program for Reversing Diabetes* "The Whole Heart Solution by Dr. Joel Kahn is an enlightened comprehensive examination by a dedicated physician as well as a treasure chest of opportunities to enhance a full and healthy life." --Caldwell B. Esselstyn, Jr., M.D., author of *Prevent and Reverse Heart Disease*

Answers to Distraction Createspace Independent Publishing Platform

The #1 international bestseller from the author of *The Book of Awesome* that "reveals how all of us can live happier lives" (Gretchen Rubin). What is the formula for a happy life? Neil Pasricha is a Harvard MBA, a *New York Times*-bestselling author, a Walmart executive, a father, a husband. After selling more than a million copies of the *Book of Awesome* series, wherein he observed the everyday things he thought were awesome, he now shifts his focus to the practicalities of living an awesome life. In his new book *The Happiness Equation*, Pasricha illustrates how to want nothing and do anything in order to have everything. If that sounds like a contradiction in terms, you

simply have yet to unlock the 9 Secrets to Happiness. Each secret takes a piece out of the core of common sense, turns it on its head to present it in a completely new light, and then provides practical and specific guidelines for how to apply this new outlook to lead a fulfilling life. Once you've unlocked Pasricha's 9 Secrets, you will understand counter intuitive concepts such as: Success Does Not Lead to Happiness, Never Take Advice, and Retirement Is a Broken Theory. You will learn and then master three brand-new fundamental life tests: the Saturday Morning Test, The Bench Test, and the Five People Test. You will know the difference between external goals and internal goals and how to make more money than a Harvard MBA (hint: it has nothing to do with your annual salary). You will discover that true wealth has nothing to do with money, multitasking is a myth, and the elimination of options leads to more choice. The Happiness Equation is a book that will change how you think about pretty much everything—your time, your career, your relationships, your family, and, ultimately, of course, your happiness.

Driven to Distraction (Revised) Penguin

We all sell something for a living--whether it's a brand, a vision, an education, a direction, or a service. We might even be selling a set of numbers to a board meeting, learning to a student, or cereal to an infant. This eye-opening parable is about harnessing natural energy--yours and that of those around you--in order to take your sales, and your satisfaction to the next level of success. In *Top Performer*, you'll meet Jim, a disciplined but uninspired sales manager. In London on vacation--his first in years--he meets a gentleman named Top Hat. In an engrossing conversation, Top Hat tells him about a legendary Dublin busker/street performer called the Rat Catcher, who engages his audience and effortlessly charms them into parting easily with their change. Top Hat then gives Jim an envelope to bring to the Rat Catcher as a form of introduction. Jim is incredulous, and even a bit suspicious. But after a trip back home, he's willing to do anything to break out of his rut of good-to-average sales and dogged but unfulfilling perseverance. Jim travels to Dublin, where the Rat Catcher tells--and shows--him some surprising secrets of his work ethic and his selling style. Jim ultimately realizes that he needs to Claim the Pitch, Mine the Mess, Choose the Close, and, most importantly, Juice the Jam. When Jim returns home, he's re-energized, having learned how to Build a Circle and Pass the Hat where it really counts--in his life, his relationships, and his workplace. Full of action-packed and sometimes hilarious descriptions of the real life adventures of street performer, this engaging metaphor will appeal to anyone in any position--and in any field, from banking to baking to busking. In the tradition of the bestselling *Fish!* series this is a deceptively simple story that contains profound advice--advice that will help make readers into *Top Performer* themselves.

ADHD 2.0 Little, Brown

The book that answers your questions about ADD—now revised and updated The bestseeling authors of *Driven to Distraction* respond to the most frequently asked questions about Attention Deficit Disorder. After decades of being unfairly diagnosed, children and adults with attention deficit disorder are now recognized as having a common and treatable neurological condition. Drs. Hallowell and Ratey answer the questions most frequently asked at their nationwide workshops and seminars, resulting in an easy-to-read reference that covers every aspect of the disorder: from identifying symptoms and diagnosis, to the latest treatment options, as well as practical day-to-day advice on how you or a loved one can live a normal life with ADD. Whether you are a patient, parent, teacher, or health-care professional, *Answers to Distraction* will help those whose ADD has caused persistent problems in school, at work, and in relationships. Q&As include: • What is the single most important scientific finding about ADD in the last decade? • How early can ADD be diagnosed? • Where can a parent get support for dealing with a child who has ADD? • What advances in the field of medication have taken place since the original version of this book was published? • How can you help someone of any age who resists the diagnosis of ADD get comfortable with it?

The Productivity Project Anchor

"If you read only one book about attention deficit disorder, it should be *Delivered from Distraction*."—Michael Thompson, Ph.D., New York Times bestselling co-author of *Raising Cain* In 1994, *Driven to Distraction* sparked a revolution in our understanding of attention deficit disorder. Widely recognized as the classic in the field, the book has sold more than a million copies. Now a second revolution is under way in the approach to ADD, and the news is great. Drug therapies, our understanding of the role of diet and exercise, even the way we define the disorder--all are changing radically. And doctors are realizing that millions of adults suffer from this condition, though the vast majority of them remain undiagnosed and untreated. In this new book, Drs.

Edward M. Hallowell and John J. Ratey build on the breakthroughs of *Driven to Distraction* to offer a comprehensive and entirely up-to-date guide to living a successful life with ADD. As Hallowell and Ratey point out, "attention deficit disorder" is a highly misleading description of an intriguing kind of mind. Original, charismatic, energetic, often brilliant, people with ADD have extraordinary talents and gifts embedded in their highly charged but easily distracted minds. Tailored expressly to ADD learning styles and attention spans, *Delivered from Distraction* provides accessible, engaging discussions of every aspect of the condition, from diagnosis to finding the proper treatment regime. Inside you'll discover • whether ADD runs in families • new diagnostic procedures, tests, and evaluations • the links between ADD and other conditions • how people with ADD can free up their inner talents and strengths • the new drugs and how they work, and why they're not for everyone • exciting advances in nonpharmaceutical therapies, including changes in diet, exercise, and lifestyle • how to adapt the classic twelve-step program to treat ADD • sexual problems associated with ADD and how to resolve them • strategies for dealing with procrastination, clutter, and chronic forgetfulness ADD is a trait, a way of living in the world. It only becomes a disorder when it impairs your life. Featuring gripping profiles of patients with ADD who have triumphed, *Delivered from Distraction* is a wise, loving guide to releasing the positive energy that all people with ADD hold inside. If you have ADD or care about someone who does, this is the book you must read. Praise for *Delivered from Distraction* "The definitive source of information on attention deficit disorder."—Harold S. Koplewicz, M.D., director, Child Study Center, New York University School of Medicine "A deeply wise and truly helpful book, written with frankness, humor, and tremendous empathy."—Perri Klass, M.D., co-author of *Quirky Kids*

The Outline of Science, Vol. 1 (of 4) Simon and Schuster

The health and fitness industry is huge, highly competitive, and often confusing to navigate. This one-of-a-kind book helps you make sense of the chaos, laying out a clear roadmap for career success—for both established professionals and anyone just getting started. With thousands of certifications, seminars, websites, and gurus promising advice, it's difficult for even the best pro to turn their passion for health and fitness into meaningful—and measurable—success. Enter *Change Maker*. In this definitive career guide, John Berardi—co-founder of Precision Nutrition, founder of Change Maker Academy, and one of the most successful people in the history of the health and fitness industry—shares his blueprint for becoming the ultimate change maker, one with a powerful purpose, an enthusiastic client base, and the ability to fund your own ideal lifestyle. Whether you're new to the industry and looking for a head-start, or you're already an expert but need a fresh approach, consider this your go-to career guide. With six helpful steps, this book covers the range of logistical, financial, psychological, and practical issues that every health and fitness pro needs to know, including how to: • Choose your specialty based on your unique strengths • Identify what your clients really want and deliver it every time • Build new relationships and become a next-level coach • Get new clients, make more money, and manage a thriving business • Nurture and protect your most precious asset, your reputation • Create a life-long, growth-oriented continuing education plan If you work as a trainer, nutritionist, functional medicine doctor, group instructor, rehab specialist, or health coach—or you eventually want to—this step-by-step guide will help you turn your passion for health and fitness into work you find joy in, your clients into raving fans, and your career into something powerful, meaningful, and change-making.

Shadow Syndromes Houghton Mifflin Harcourt

Are you looking for the key to optimal performance? Increased speed, power, and agility? What you need is a complete flexibility training system—one designed for today's athlete and made up of dynamic stretches that mirror sport-specific movement. And you should also have the skills to assess exactly what your body needs at any time. That complete program is found in *Stretch to Win*. In its first edition, *Stretch to Win* raised the bar for flexibility training. The first edition quickly became a best-selling stretching resource for consumers and professionals alike. From amateur to professional athletes, weekend warriors to Olympians, the benefits were clear: increased mobility, improved range of motion, faster recovery, and more. Now it's time to raise the bar further. This is *Stretch to Win, Second Edition*. Inside, Ann and Chris Frederick build on their system with the latest research, specific ways to assess yourself, and more stretching options. New illustrations of the body's fascia will help you assess and identify your imbalances. Then the text will guide you to eliminate these imbalances with corrective stretch movements that quickly improve mobility. You'll learn the most effective techniques for your sport, your position, or your event; then you'll put these techniques into action. Using the new *Stretch to Win* fascia mobility assessment (FMA)

protocol, you'll determine range of motion deficits and identify your performance inhibitors. Then, with the stretching matrix, you'll personalize a program developed for your needs and your goals. You can incorporate the matrix into your existing workout as well as into rest days, when stretching can aid in recovery and bring your body back in balance. It's all here—all the tools, all the stretches, and all the instruction to create an effective flexibility program for any sport or activity. If it's time to increase mobility, power, speed, agility, range of motion, and overall performance, it's time for *Stretch to Win!*

The Disorganized Mind John Wiley & Sons

Covers the symptoms of, and treatment for this distressing disorder which undermines children's performance at school and persists into adulthood.

Attention Deficit Disorder Hachette UK

Did you know you can beat stress, lift your mood, fight memory loss, sharpen your intellect, and function better than ever simply by elevating your heart rate and breaking a sweat? The evidence is incontrovertible: aerobic exercise physically remodels our brains for peak performance. In *SPARK*, John Ratey, MD embarks upon a fascinating journey through the mind-body connection, illustrating that exercise is truly our best defense against everything from depression to ADD to addiction to menopause to Alzheimer's. Filled with amazing case studies (such as the revolutionary fitness program in Naperville, Illinois, that has put the local school district of 19,000 kids first in the world of science test scores), *SPARK* is the first book to explore comprehensively the connection between exercise and the brain. It will change forever the way you think about your morning run.

Steal the Show Little, Brown

John Ratey, bestselling author and clinical professor of psychiatry at Harvard Medical School, lucidly explains the human brain's workings, and paves the way for a better understanding of how the brain affects who we are. Ratey provides insight into the basic structure and chemistry of the brain, and demonstrates how its systems shape our perceptions, emotions, and behavior. By giving us a greater understanding of how the brain responds to the guidance of its user, he provides us with knowledge that can enable us to improve our lives. In *A User's Guide to the Brain*, Ratey clearly and succinctly surveys what scientists now know about the brain and how we use it. He looks at the brain as a malleable organ capable of improvement and change, like any muscle, and examines the way specific motor functions might be applied to overcome neural disorders ranging from everyday shyness to autism. Drawing on examples from his practice and from everyday life, Ratey illustrates that the most important lesson we can learn about our brains is how to use them to their maximum potential.

Dr. Susan Love's Hormone Book Hachette Books

Keeping your financial house in order is more important than ever. But how do you deal with expenses, debt, taxes, and retirement without getting overwhelmed? This book points the way. It's filled with the kind of practical guidance and sound insights that makes J.D. Roth's *GetRichSlowly.org* a critically acclaimed source of personal-finance advice. You won't find any get-rich-quick schemes here, just sensible advice for getting the most from your money. Even if you have perfect credit and no debt, you'll learn ways to make your rosy financial situation even better. Get the info you need to make sensible decisions on saving, spending, and investing Learn the best ways to set and achieve financial goals Set up a realistic budget framework and learn how to track expenses Discover proven methods to help you eliminate debt Understand how to use credit wisely Win big by making smart decisions on your home and other big-ticket items Learn how to get the most from your investments by avoiding rash decisions Decide how -- and how much -- to save for retirement

Rewire Your Brain Wiley-Blackwell

Exercise is not only good for the body: it can transform your mind too. We all know that exercise is good for the body. But did you know that it can transform your mind? This new scientific revolution will teach you how to boost brain cells, protect yourself against mental illness and dementia, and ensure success in exams and the workplace. Follow the *SPARK!* training regimen and build your brain to its peak performance. This book will change the way you think about exercise - and, for that matter, the way you think.

Brain Rules (Updated and Expanded) Penguin

Running With Zoe shares Dr. Kilbourne's personal journey to understand the deeper meanings of the games we play. The journey includes Dr. Kilbourne's creative and pioneering efforts in dance conditioning with the U.C.L.A.'s men's basketball team under head coach Larry Brown, his tenure as the first full-time conditioning coach in the National Basketball Association for the 1982-84

Philadelphia Seventy-Sixers (1983 World Champions), his work with Olympic level figure skaters in the United States and Canada, his discoveries in the academic arena about play, dance, games, and sport, and his journey to the Canadian Arctic where he examined the importance of traditional Inuit games. Most recently Dr. John Ratey author of SPARK: The Revolutionary New Science of Exercise and the Brain said of Dr. Kilbourne's writings, ..".Your book touched me deeply and made me think that someone who got Moses and Julius to dance together must have had such a strong self-awareness and trust in your mission...." Of John's work with basketball players Larry Brown said, "He's the best in what he does. The kids love him and have a lot of respect for his knowledge."

Top Performer MIT Press

A highly original theory of how the mind-brain works, based on the author's study of single neuronal cells. In I of the Vortex, Rodolfo Llinas, a founding father of modern brain science, presents an original view of the evolution and nature of mind. According to Llinas, the "mindness state" evolved to allow predictive interactions between mobile creatures and their environment. He illustrates the early evolution of mind through a primitive animal called the "sea squirt." The mobile larval form has a brainlike ganglion that receives sensory information about the surrounding environment. As an adult, the sea squirt attaches itself to a stationary object and then digests most of its own brain. This suggests that the nervous system evolved to allow active movement in animals. To move through the environment safely, a creature must anticipate the outcome of each movement on the basis of incoming sensory data. Thus the capacity to predict is most likely the ultimate brain function. One could even say that Self is the centralization of prediction. At the heart of Llinas's theory is the concept of oscillation. Many neurons possess electrical activity, manifested as oscillating variations in the minute voltages across the cell membrane. On the crests of these oscillations occur larger electrical events that are the basis for neuron-to-neuron communication. Like cicadas chirping in unison, a group of neurons oscillating in phase can resonate with a distant group of neurons. This simultaneity of neuronal activity is the neurobiological root of cognition. Although the internal state that we call the mind is guided by the senses, it is also generated by the oscillations within the brain. Thus, in a certain sense, one could say that reality is not all "out there," but is a kind of virtual reality.

Make Some Noise Bantam

Inspiring strategies from a wellness expert for keeping fit, relieving stress, and strengthening emotional well-being. We all know that exercise is good for physical health, but recently, a wealth of data has proven that exercise also contributes to overall mental well-being. Routine exercise alleviates stress and anxiety, moderates depression, relieves chronic pain, and improves self-esteem. In this inspiring book, Christina Hibbert, a clinical psychologist and expert on women's mental health, grief, and self-esteem, explains the connections between exercise and mental well-being and offers readers step-by-step strategies for sticking to fitness goals, overcoming motivation challenges and roadblocks to working out, and maintaining a physically and emotionally healthy exercise regimen. This book will help readers to get moving, stay moving, and maintain the inspiration they need to reap the mental health benefits of regular exercise. The 8 keys include improving self-esteem with exercise, exercising as a family, getting motivated, changing how you think about exercise, and the FITT principle for establishing an effective exercise routine.

Shadow Syndromes Ballantine Books

The New York Times–bestselling, non-nonsense guide to becoming a better leader through 7 key

behaviors, based on a mix of military and corporate training. Leadership is not about job titles—it's about action and behavior. "Sparks" are the doers, thinkers, innovators, and key influencers who are catalysts for personal and organizational change. But these extraordinary individuals aren't defined by the place they hold on an organizational chart—they are defined by their actions, commitment, and will. Leadership experts Angie Morgan, Courtney Lynch, and Sean Lynch show how you can become a Spark by cultivating seven key leadership behaviors. Grounded in the latest research on leadership development, this fresh, accessible road map is packed with real-world stories from inside companies like Facebook, Google, and Boston Scientific, and from the authors' own high-stakes, challenging experiences serving in the U.S. Armed Forces. With SPARK as a blueprint, anyone can become a catalyst for change, and any organization can identify and develop Sparks. "A myth-destroying book that will make you rethink both the theory and practice of leadership."—Daniel H. Pink, #1 New York Times–bestselling author of Drive "If you truly want to become a Spark in your organization and in your life, I urge you to read this book now."—Mike "Coach K" Krzyzewski, head coach, Duke University Men's Basketball "These authors are not only great leadership thinkers, but they have all led people in challenging circumstances.... Trust them to take you to a new level."—Brigadier General Thomas A. Kolditz, U.S. Army (Ret.), director of the Ann and John Doerr Institute for New Leaders at Rice University
[Go Wild](#) O'Reilly Media

The Outline of Science, Vol. 1 (of 4) is one of the greatest works by the J. Arthur Thomson . Its one of the vintage collection by the J. Arthur Thomson .

[The Perfect Guests](#) Simon and Schuster

Most of us have no idea what's really going on inside our heads. Yet brain scientists have uncovered details every business leader, parent, and teacher should know—like the need for physical activity to get your brain working its best. How do we learn? What exactly do sleep and stress do to our brains? Why is multi-tasking a myth? Why is it so easy to forget—and so important to repeat new knowledge? Is it true that men and women have different brains? In Brain Rules, Dr. John Medina, a molecular biologist, shares his lifelong interest in how the brain sciences might influence the way we teach our children and the way we work. In each chapter, he describes a brain rule—what scientists know for sure about how our brains work—and then offers transformative ideas for our daily lives. Medina's fascinating stories and infectious sense of humor breathe life into brain science. You'll learn why Michael Jordan was no good at baseball. You'll peer over a surgeon's shoulder as he proves that most of us have a Jennifer Aniston neuron. You'll meet a boy who has an amazing memory for music but can't tie his own shoes. You will discover how: Every brain is wired differently Exercise improves cognition We are designed to never stop learning and exploring Memories are volatile Sleep is powerfully linked with the ability to learn Vision trumps all of the other senses Stress changes the way we learn In the end, you'll understand how your brain really works—and how to get the most out of it.

[8 Keys to Mental Health Through Exercise \(8 Keys to Mental Health\)](#) St. Martin's Press

A revolutionary new approach to ADD/ADHD featuring cutting-edge research and strategies to help readers thrive, by the bestselling authors of the seminal books Driven to Distraction and Delivered from Distraction "An inspired road map for living with a distractible brain . . . If you or your child suffer from ADHD, this book should be on your shelf. It will give you courage and hope."—Michael Thompson, Ph.D., New York Times bestselling co-author of Raising Cain World-renowned authors Dr. Edward M. Hallowell and Dr. John J. Ratey literally "wrote the book" on ADD/ADHD more than

two decades ago. Their bestseller, Driven to Distraction, largely introduced this diagnosis to the public and sold more than a million copies along the way. Now, most people have heard of ADHD and know someone who may have it. But lost in the discussion of both childhood and adult diagnosis of ADHD is the potential upside: Many hugely successful entrepreneurs and highly creative people attribute their achievements to ADHD. Also unknown to most are the recent research developments, including innovations that give a clearer understanding of the ADHD brain in action. In ADHD 2.0, Drs. Hallowell and Ratey, both of whom have this "variable attention trait," draw on the latest science to provide both parents and adults with ADHD a plan for minimizing the downside and maximizing the benefits of ADHD at any age. They offer an arsenal of new strategies and lifestyle hacks for thriving with ADHD, including • Find the right kind of difficult. Use these behavior assessments to discover the work, activity, or creative outlet best suited to an individual's unique strengths. • Reimagine environment. What specific elements to look for—at home, at school, or in the workplace—to enhance the creativity and entrepreneurial spirit inherent in the ADHD mind. • Embrace innate neurological tendencies. Take advantage of new findings about the brain's default mode network and cerebellum, which confer major benefits for people with ADHD. • Tap into the healing power of connection. Tips for establishing and maintaining positive connection "the other Vitamin D" and the best antidote to the negativity that plagues so many people with ADHD. • Consider medication. Gets the facts about the underlying chemistry, side effects, and proven benefits of all the pharmaceutical options. As inspiring as it is practical, ADHD 2.0 will help you tap into the power of this mercurial condition and find the key that unlocks potential.

Running With Zoé: a Conversation on the Meaning of Play, Games, and Sport Spark

Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously told...compelling history" (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account...a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force" (The Christian Science Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.