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How We Got to
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Good to Great
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Where Good Ideas Come From
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Dogfight: How Apple and Google Went to War and Started a Revolution
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How We Got to the Moon

From the New York Times–bestselling author of *Where Good Ideas Come From* and *Farsighted*, a new look at the power and legacy of great ideas. In this illustrated history, Steven Johnson explores the history of innovation over centuries, tracing facets of modern life (refrigeration, clocks, and eyeglass lenses, to name a few) from their creation by hobbyists,

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amateurs, and entrepreneurs to their unintended historical consequences. Filled with surprising stories of accidental genius and brilliant mistakes—from the French publisher who invented the phonograph before Edison but forgot to include playback, to the Hollywood movie star who helped invent the technology behind Wi-Fi and Bluetooth—How We Got to Now investigates the secret history behind the everyday objects of contemporary life. In his trademark style, Johnson examines unexpected connections between seemingly unrelated fields: how the invention of air-conditioning enabled the largest migration of human beings in the history of the species—to cities such as Dubai or Phoenix, which would otherwise be virtually uninhabitable; how pendulum clocks helped trigger the industrial revolution; and how clean water made it possible to manufacture computer chips. Accompanied by a major six-part television series on PBS, How We Got to Now is the story of collaborative networks building the modern world, written in the provocative, informative, and engaging style that has earned Johnson fans around the globe.

Champion

David Macaulay, co-creator of the international bestseller *The Way Things Work*, brings his signature curiosity and detailing to the story of the steamship in this meticulously researched and stunningly illustrated book. Prior to the 1800s, ships crossing the Atlantic Ocean relied on the wind in their sails to make their journeys. But invention of steam power

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ushered in a new era of transportation that would change ocean travel forever: the steamship. Award-winning author-illustrator David Macaulay guides readers through the fascinating history that culminated in the building of the most advanced—and last—of these steamships: the SS United States. This book artfully explores the design and construction of the ship and the life of its designer and engineer, William Francis Gibbs. Framed around the author's own experience steaming across the Atlantic on the very same SS United States, *Crossing on Time* is a tour de force of the art of explanation and a touching and surprising childhood story. A 2020 NCTE Orbis Pictus Recommended Book 2020 Bank Street College of Education Best Children's Books of the Year List

Crossing on Time

From the bestselling author of *How We Got To Now*, *The Ghost Map* and *Farsighted*, a new national bestseller: the “exhilarating” (Los Angeles Times) story of Joseph Priestley, “a founding father long forgotten” (Newsweek) and a brilliant man who embodied the relationship between science, religion, and politics for America's Founding Fathers. In *The Invention of Air*, national bestselling author Steven Johnson tells the fascinating story of Joseph Priestley—scientist and theologian, protégé of Benjamin Franklin, friend of Thomas Jefferson—an eighteenth-century radical thinker who played pivotal roles in the invention of ecosystem science, the discovery of oxygen, the uses of oxygen, scientific experimentation, the founding of the Unitarian

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Church, and the intellectual development of the United States. As he did so masterfully in *The Ghost Map*, Steven Johnson uses a dramatic historical story to explore themes that have long engaged him: innovative strategies, intellectual models, and the way new ideas emerge and spread, and the environments that foster these breakthroughs.

Hippie Food

Prologue by Konrad Dannenberg -- Hermann Oberth : the father of space travel -- The battle of the formulae -- From theory to experimentation -- Peenemunde : a scientific mobilization -- How the A-4 rocket became the V-2 -- Coming to America : Operation Paperclip -- The space age begins! -- Willy Ley rallies the nation for space -- Wernher von Braun : the Columbus of space -- Krafft Ehrlicke's extraterrestrial imperative.

The Art of the Sale

The ideal graduation gift for anyone about to enter the workforce, a witty, practical guide to 200 difficult professional conversations—featuring all-new advice from the creator of the popular website *Ask a Manager* and New York’s work-advice columnist. There’s a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don’t know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need

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to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Advance praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Clear and concise in its advice and expansive in its scope, Ask a Manager is the book I wish I'd had in my desk drawer when I was starting out (or even, let's be honest, fifteen years in).”—Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F*ck

How We Got to Now

This work is an examination of what makes us fat. In his book Good Calories, Bad Calories, the author, an

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acclaimed science writer argues that certain kinds of carbohydrates, not fats and not simply excess calories, have led to our current obesity epidemic. Now he brings that message to a wider, nonscientific audience. With fresh evidence for his claim, this book makes his critical argument newly accessible. He reveals the bad nutritional science of the last century, none more damaging than the "calories-in, calories-out" model of why we get fat, the good science that has been ignored, especially regarding insulin's regulation of our fat tissue. He also answers key questions: Why are some people thin and others fat? What roles do exercise and genetics play in our weight? What foods should we eat or avoid? Concluding with an easy-to-follow diet, this book is one key to understanding an international epidemic and a guide to improving our own health.

How To Win Friends And Influence People

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal

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distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of

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great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

Stuff Matters

The hardest choices are also the most consequential. So why do we know so little about how to get them right? Big, life-altering decisions matter so much more than the decisions we make every day, and they're also the most difficult: where to live, whom to marry, what to believe, whether to start a company, how to end a war. There's no one-size-fits-all approach for addressing these kinds of conundrums. Steven Johnson's classic *Where Good Ideas Come From* inspired creative people all over the world with new ways of thinking about innovation. In *Farsighted*, he uncovers powerful tools for honing the important skill of complex decision-making. While you can't model a once-in-a-lifetime choice, you can model the deliberative tactics of expert decision-makers. These experts aren't just the master strategists running major companies or negotiating high-level diplomacy. They're the novelists who draw out the complexity of their characters' inner lives, the city officials who secure long-term water supplies, and the scientists

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who reckon with future challenges most of us haven't even imagined. The smartest decision-makers don't go with their guts. Their success relies on having a future-oriented approach and the ability to consider all their options in a creative, productive way. Through compelling stories that reveal surprising insights, Johnson explains how we can most effectively approach the choices that can chart the course of a life, an organization, or a civilization. Farsighted will help you imagine your possible futures and appreciate the subtle intelligence of the choices that shaped our broader social history.

How We Got the Bible

A BBC Daily Politics Book of the Year As with his previous bestsellers, WHO RUNS BRITAIN? and HOW DO WE FIX THIS MESS?, in Robert Peston's new book WTF he draws on his years of experience as a political, economics and business journalist to show us what has gone bad and gives us a manifesto to put at least some of it right. Framed by two letters to his father (who died earlier this year) WTF is Robert Peston's highly personal account of what those who have ruled us for years got so badly wrong, and what we need to do to mend the terrible fractures in our society. With characteristic passion and clarity he looks at what must happen to prevent democracy being subverted by technocratic geniuses with the ability to manipulate social media, how and whether it is possible to make a success of leaving the EU, what the lessons should be of the appalling Grenfell Tower tragedy, whether robots can be stopped from taking

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our work, what can be done to staunch the widening gap between rich and poor, and how to raise living standards for all. WTF is a trenchant, often entertaining account of the recent past. It is also a call to action, giving hope to all of us who believe that taking back control is not only vital, but possible.

Everything Bad is Good for You

A National Bestseller, a New York Times Notable Book, and an Entertainment Weekly Best Book of the Year From Steven Johnson, the dynamic thinker routinely compared to James Gleick, Dava Sobel, and Malcolm Gladwell, *The Ghost Map* is a riveting page-turner about a real-life historical hero, Dr. John Snow. It's the summer of 1854, and London is just emerging as one of the first modern cities in the world. But lacking the infrastructure -- garbage removal, clean water, sewers -- necessary to support its rapidly expanding population, the city has become the perfect breeding ground for a terrifying disease no one knows how to cure. As the cholera outbreak takes hold, a physician and a local curate are spurred to action-and ultimately solve the most pressing medical riddle of their time. In a triumph of multidisciplinary thinking, Johnson illuminates the intertwined histories and interconnectedness of the spread of disease, contagion theory, the rise of cities, and the nature of scientific inquiry, offering both a riveting history and a powerful explanation of how it has shaped the world we live in.

How We Got to Now

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Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In *Dogfight*, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outsize personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. *Dogfight* reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

The Ghost Map

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From Steven Johnson, the bestselling author of *Where Good Ideas Come From*, comes *How We Got to Now*, the companion book to his six-part BBC One television series exploring the power and the legacy of great ideas. How did photography bring about social reform? What connects refrigeration to Hollywood? And how did our battle against dirt help create smartphones? In this story of ingenious breakthroughs and unsung heroes, Steven Johnson explores the essential innovations that changed the world and how we live in it. 'A new Steven Johnson book is something not to be missed. The author has become the leading writer on how inventions happen' Daniel Finkelstein, *The Times*, Books of the Year 'Graceful and compelling you'll find yourself exhilarated' *The New York Times Book Review* 'Readable, entertaining, and a challenge to any jaded sensibility that has become inured to the everyday miracles all around us' Peter Forbes, *Guardian* 'This nimble history of invention . . . is a many-layered delight' *Nature* Steven Johnson is the US bestselling author of *Where Good Ideas Come From*, *The Invention of Air*, *The Ghost Map*, and *Everything Bad Is Good for You*, and is the editor of the anthology *The Innovator's Cookbook*. He is the founder of a variety of influential websites - most recently, *outside.in* - and writes for *Time*, *Wired*, *The New York Times* and the *Wall Street Journal*.

Good to Great

New York Times Bestseller • New York Times Notable Book 2014 • Winner of the Royal Society Winton Prize

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for Science Books "A thrilling account of the modern material world." —Wall Street Journal "Miodownik, a materials scientist, explains the history and science behind things such as paper, glass, chocolate, and concrete with an infectious enthusiasm." —Scientific American Why is glass see-through? What makes elastic stretchy? Why does any material look and behave the way it does? These are the sorts of questions that renowned materials scientist Mark Miodownik constantly asks himself. Miodownik studies objects as ordinary as an envelope and as unexpected as concrete cloth, uncovering the fascinating secrets that hold together our physical world. In *Stuff Matters*, Miodownik explores the materials he encounters in a typical morning, from the steel in his razor to the foam in his sneakers. Full of enthralling tales of the miracles of engineering that permeate our lives, *Stuff Matters* will make you see stuff in a whole new way. "Stuff Matters is about hidden wonders, the astonishing properties of materials we think boring, banal, and unworthy of attention! It's possible this science and these stories have been told elsewhere, but like the best chocolatiers, Miodownik gets the blend right." —New York Times Book Review

How We Got the Book of Mormon

This illustrated "history of popular entertainment takes along-zoom approach, contending that the pursuit of novelty and wonder is a powerful driver of world-shaping technological change. Steven Johnson argues that, throughout history, the cutting edge of innovation lies wherever people are working the

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hardest to keep themselves and others amused"--

Where Good Ideas Come From

The Story of More

Mara Wilson has always felt a little young and a little out of place. As the only child on a film set full of adults, she started out with accidental fame and journeyed to relative (but happy) obscurity, learning a lot about growing up along the way. Her collection of essays illuminates a universal struggle: learning to accept yourself and figuring out where you belong. Exquisitely crafted, revelatory, and full of the crack comic timing that has made Wilson a sought-after storyteller and Twitter star, *Where Am I Now* introduces a witty, perceptive new voice.

How We Got to Now

From Moses to Gutenberg, easily find out how we got the Bible we have today and discover why we can trust it with this highly-visual and easy-to-understand handbook on the history of Bible! Dive into the fascinating stories of the people who risked their lives to print and distribute the Word of God (Tyndale, Wycliffe, etc). Perfect for personal or small group use. Have you ever wondered where the Bible came from? Who wrote the books of the Bible and how did they end up together? Perhaps you have been asked by a friend or coworker about books that were cut out of the Bible. Through seven dynamic chapters in *How*

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We Got the Bible, expert Dr. Timothy Paul Jones will guide you through all the important questions about the Holy Bible to show you why it can be trusted. Filled with dramatic stories and highly-visual charts and illustrations, this exciting Bible History handbook will take you from the earliest clay tablets and papyrus copies to the first bound Bible and the various Bible translations that we use today!

The Invention of Air

Look out for Johnson's new book, *Wonderland*, now on sale. Combining the deft social analysis of *Where Good Ideas Come From* with the optimistic arguments of *Everything Bad Is Good For You*, New York Times bestselling author Steven Johnson's *Future Perfect* makes the case that a new model of political change is on the rise, transforming everything from local governments to classrooms, from protest movements to health care. Johnson paints a compelling portrait of this new political worldview -- influenced by the success and interconnectedness of the Internet, by peer networks, but not dependent on high-tech solutions -- that breaks with the conventional categories of liberal or conservative, public vs. private thinking. With his acclaimed gift for multi-disciplinary storytelling and big idea books, Johnson explores this new vision of progress through a series of fascinating narratives: from the "miracle on the Hudson" to the planning of the French railway system; from the battle against malnutrition in Vietnam to a mysterious outbreak of strange smells in downtown Manhattan; from underground music video artists to the invention

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of the Internet itself. At a time when the conventional wisdom holds that the political system is hopelessly gridlocked with old ideas, *Future Perfect* makes the timely and inspiring case that progress is still possible, and that innovative strategies are on the rise. This is a hopeful, affirmative outlook for the future, from one of the most brilliant and inspiring visionaries of contemporary culture.

Future Perfect

The larger our governments, the greater the competition for their spoils—therefore our divisions. “There simply is so much at stake today. As a result, our governments that benefit so many, employ so many, and tax so widely—in short our governments that pick so many winners and losers—are understandably subject to an intense competition for their control.” So writes author Thomas Del Beccaro in this fascinating study of the history of political unity and division in the US, from the Revolution to the adoption of the Constitution, the Civil War through Reconstruction, The Gilded Age to our present Divided Era. While we have had our conflicts over large issues and the role of government in the past, and still do today, an emerging cause of the partisanship and division we now know today did not exist at our nation’s founding. Our governments were smaller, levied minimal taxes, and thus held out fewer spoils for citizens to fight over. Can the US find its way back to being a less divided country? Yes, says Del Beccaro, but only if citizens understand the growing source of our divisions: ever larger governments.

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Americans must demand that government shrink back to a less divisive size and scope and support leaders capable of setting unifying goals—for which Del Beccaro offers five key strategies. In fact, the consequences of not slimming the behemoth governments—federal, state, and local—will only lead to an ever widening divide, and more acrimonious and harmful partisanship. The Divided Era lays out the case for smaller government, more responsive political leadership, and ultimately a more cohesive citizenry.

Farsighted

Once upon a time Cooper Holbrook was a champion, racking up buckles and buckle bunnies with ease. But the years have not been kind to the former bull rider, leaving him broke and broken until he doesn't recognize himself or his life anymore. Until Hannah Anderson, the mother of his former student Skeeter, swoops into his world to remind him of what he had and what he lost. And most of all, how strong the attraction he'd denied himself then still is between them. If you enjoy the hot cowboys written by Lorelei James, Lori Wilde, Mica Stone, Lora Leigh, Desiree Holt, Vivian Arend, Em Petrova, Becky McGraw, Elle James, Sable Hunter and the like, you have to read the Studs in Spurs! Champion was previously released by Samhain Publishing under the same title. This is a reissue, reedited and recovered but with no substantial changes to the story. Don't miss the other hot and steamy contemporary cowboy romances set in the world of professional bull riding in New York

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Times bestselling author Cat Johnson's Studs in Spurs!
Cat Johnson's Studs in Spurs Unridden Bucked Ride
Hooked Flanked Thrown Champion Spurred Wrecked
Topics: Professional bull riding, contemporary romance, western romance, alpha male heroes, connected series, second chances, reunion romance, friends to lovers, small town romance, coming home, binge read, completed series, mature hero and heroine, over 40 couple, damaged hero, single mother, rodeo cowboys, Hell Yeah series, Six Pack Ranch, Rough Riders, Blacktop Cowboys, bull riders, older hero, older heroine, single mother

WTF

Your hard work is paying off. You are doing well in your field. But there is something standing between you and the next level of achievement. That something may just be one of your own annoying habits. Perhaps one small flaw - a behaviour you barely even recognise - is the only thing that's keeping you from where you want to be. It may be that the very characteristic that you believe got you where you are - like the drive to win at all costs - is what's holding you back. As this book explains, people often do well in spite of certain habits rather than because of them - and need a "to stop" list rather than one listing what "to do". Marshall Goldsmith's expertise is in helping global leaders overcome their unconscious annoying habits and become more successful. His one-on-one coaching comes with a six-figure price tag - but in this book you get his great advice for much less. Recently named as one of the

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world's five most-respected executive coaches by Forbes, he has worked with over 100 major CEOs and their management teams at the world's top businesses. His clients include corporations such as Goldman Sachs, Glaxo SmithKline, Johnson and Johnson and GE.

The Divided Era

Look out for Johnson's new book, *Wonderland*, now on sale. The printing press, the pencil, the flush toilet, the battery--these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

How We Got the Bible

David Reich describes how the revolution in the ability to sequence ancient DNA has changed our understanding of the deep human past. This book tells the emerging story of our often surprising ancestry - the extraordinary ancient migrations and mixtures of populations that have made us who we are.

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This is how We Got Here

An enlightening narrative history—an entertaining fusion of Tom Wolfe and Michael Pollan—that traces the colorful origins of once unconventional foods and the diverse fringe movements, charismatic gurus, and counterculture elements that brought them to the mainstream and created a distinctly American cuisine. Food writer Jonathan Kauffman journeys back more than half a century—to the 1960s and 1970s—to tell the story of how a coterie of unusual men and women embraced an alternative lifestyle that would ultimately change how modern Americans eat. Impeccably researched, *Hippie Food* chronicles how the longhairs, revolutionaries, and back-to-the-landers rejected the square establishment of President Richard Nixon’s America and turned to a more idealistic and wholesome communal way of life and food. From the mystical rock-and-roll cult known as the Source Family and its legendary vegetarian restaurant in Hollywood to the Diggers’ brown bread in the Summer of Love to the rise of the co-op and the origins of the organic food craze, Kauffman reveals how today’s quotidian whole-foods staples—including sprouts, tofu, yogurt, brown rice, and whole-grain bread—were introduced and eventually became part of our diets. From coast to coast, through Oregon, Texas, Tennessee, Minnesota, Michigan, Massachusetts, and Vermont, Kauffman tracks hippie food’s journey from niche oddity to a cuisine that hit every corner of this country. A slick mix of gonzo playfulness, evocative detail, skillful pacing, and elegant writing, *Hippie Food* is a lively, engaging, and

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informative read that deepens our understanding of our culture and our lives today.

Spine of the Continent

From the New York Times bestselling author of *How We Got To Now* and *Farsighted* Forget everything you've ever read about the age of dumbed-down, instant-gratification culture. In this provocative, unfailingly intelligent, thoroughly researched, and surprisingly convincing big idea book, Steven Johnson draws from fields as diverse as neuroscience, economics, and media theory to argue that the pop culture we soak in every day—from *Lord of the Rings* to *Grand Theft Auto* to *The Simpsons*—has been growing more sophisticated with each passing year, and, far from rotting our brains, is actually posing new cognitive challenges that are actually making our minds measurably sharper. After reading *Everything Bad is Good for You*, you will never regard the glow of the video game or television screen the same way again. With a new afterword by the author.

Enemy of All Mankind

Simultaneously heartbreaking and heartwarming, *This is How We Got Here* follows a close-knit family as they deal with an unexpected loss. A mother, father, aunt, and uncle must learn how to move forward after the trauma and re-learn how to interact with one another with forgiveness, humor, and love.

Why We Get Fat and what to Do about it

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Accessible account of how the Bible has been preserved and transmitted to today's generation. Now includes chapters on the Septuagint and the Latin Vulgate.

Know How We Got Our Bible

“Hope Jahren is the voice that science has been waiting for.” —Nature “A superb account of the deadly struggle between humanity and what may prove the only life-bearing planet within ten light years, written in a brilliantly sardonic and conversational style.” —E. O. Wilson “Hope Jahren asks the central question of our time: how can we learn to live on a finite planet? The Story of More is thoughtful, informative, and—above all—essential.” —Elizabeth Kolbert, author of *The Sixth Extinction* Hope Jahren is an award-winning scientist, a brilliant writer, a passionate teacher, and one of the seven billion people with whom we share this earth. In *The Story of More*, she illuminates the link between human habits and our imperiled planet. In concise, highly readable chapters, she takes us through the science behind the key inventions—from electric power to large-scale farming to automobiles—that, even as they help us, release greenhouse gases into the atmosphere like never before. She explains the current and projected consequences of global warming—from superstorms to rising sea levels—and the actions that we all can take to fight back. At once an explainer on the mechanisms of global change and a lively, personal narrative given to us in Jahren’s inimitable voice, *The Story of More* is the essential

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pocket primer on climate change that will leave an indelible impact on everyone who reads it.

The Innovator's Cookbook

****Kirkus Best Books of the Year (2013)**** ****Time Magazine 10 Top Nonfiction Books of 2013**** ****The New Republic Best Books of 2013**** In this heart-lifting chronicle, Richard Holmes, author of the best-selling *The Age of Wonder*, follows the pioneer generation of balloon aeronauts, the daring and enigmatic men and women who risked their lives to take to the air (or fall into the sky). Why they did it, what their contemporaries thought of them, and how their flights revealed the secrets of our planet is a compelling adventure that only Holmes could tell. His accounts of the early Anglo-French balloon rivalries, the crazy firework flights of the beautiful Sophie Blanchard, the long-distance voyages of the American entrepreneur John Wise and French photographer Felix Nadar are dramatic and exhilarating. Holmes documents as well the balloons used to observe the horrors of modern battle during the Civil War (including a flight taken by George Armstrong Custer); the legendary tale of at least sixty-seven manned balloons that escaped from Paris (the first successful civilian airlift in history) during the Prussian siege of 1870-71; the high-altitude exploits of James Glaisher (who rose) seven miles above the earth without oxygen, helping to establish the new science of meteorology); and how Mary Shelley, Edgar Allan Poe, and Jules Verne felt the imaginative impact of flight and allowed it to soar in their work. A seamless fusion

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of history, art, science, biography, and the metaphysics of flights, *Falling Upwards* explores the interplay between technology and imagination. And through the strange allure of these great balloonists, it offers a masterly portrait of human endeavor, recklessness, and vision. (With 24 pages of color illustrations, and black-and-white illustrations throughout.) From the Hardcover edition.

Dogfight: How Apple and Google Went to War and Started a Revolution

An analysis of the role of persuasion in everyday life and the qualities of effective salespeople traces the author's international travels to learn the art and science of selling, providing coverage of such topics as the importance of a good narrative, the cultural influence of sales and role of sales as social discourse. By the author of the best-selling *Ahead of the Curve*. 50,000 first printing.

Wonderland

We are living in an age of heightened individualism. Success is a personal responsibility. Our culture tells us that to succeed is to be slim, rich, happy, extroverted, popular—flawless. We have become self-obsessed. And our expectation of perfection comes at a cost. Millions are suffering under the torture of this impossible fantasy. The pressure to conform to this ideal has changed who we are. It was not always like this. To explain how we got here, award-winning journalist Will Storr leads us on a “terrific tour through

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the history of self-obsession? (NPR, *On Point*) that explores the origins of this notion of the perfect self that torments so many of us: Where does this ideal come from? Why is it so powerful? Is there any way to break its spell? Full of thrilling and unexpected connections among history, psychology, economics, neuroscience, and more, *Selfie* is an unforgettable book that makes sense of who we have become. Ranging from Ancient Greece, through the Christian Middle Ages, to the self-esteem evangelists of 1980s California, the rise of the “selfie” generation, and the era of hyper-individualism in which we live now, *Selfie* tells the epic tale of the person we all know so intimately—because it’s us.

How We Got to the Moon

This is a series of brief reference books for laypeople designed to be read in units of one or two pages.

Falling Upwards

Look out for Johnson’s new book, *Wonderland*, now on sale. Steven Johnson, author of *Where Good Ideas Come From*, *Emergence*, *Everything Bad is Good for You*, *Mind Wide Open* and *Ghost Map*, and an acknowledged bestselling leader on the subject of innovation, gathers - for a foundational text on the subject of innovation - essays, interviews, and cutting-edge insights by such exciting field leaders as Peter Drucker, Richard Florida, Eric Von Hippel, Dean Keith Simonton, Arthur Koestler, John Seely Brown, and Marshall Berman. Johnson also provides new material

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from Marisa Mayer of Google, Twitter's Biz Stone and Jack Dorsey, and Ray Ozzie, Microsoft's former Chief Software Architect. With additional commentary by Johnson himself, this book reveals the innovation found in a wide range of fields, including science, technology, energy, transportation, education, art, and sociology, making it vital, fresh, and fascinating reading for our time, and for the future.

The Odyssey of Homer

This book is a celebration of ideas: how they happen and their sometimes unintended results. Johnson shows how simple scientific breakthroughs have driven other discoveries through the network of ideas and innovations that made each finding possible. He traces important inventions through ancient and contemporary history, unlocking tales of unsung heroes and radical revolutions that changed the world and the way we live in it

Ask a Manager

"How did a single manhunt spark the modern era of multinational capitalism? Henry Avery was the seventeenth century's most notorious pirate. The press published wildly popular--and wildly inaccurate--reports of his nefarious adventures. The British government offered enormous bounties for his capture, alive or (preferably) dead. But Steven Johnson argues that Avery's most lasting legacy was his inadvertent triggering of a new model for the global economy. *Enemy of All Mankind* focuses on one

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key event--the attack of an Indian treasure ship by Avery and his crew--and its surprising repercussions across time and space. Johnson uses the extraordinary story of Henry Avery and his crimes to explore the emergence of the modern global marketplace: a densely interconnected planet ruled by nations and corporations. Like the bestselling *How We Got To Now* and *The Ghost Map, Enemy of All Mankind* crosses disciplinary boundaries to recount its history: the chemistry behind the invention of gunpowder; the innovations in navigation that enabled the age of exploration; the cultural history of pirates; the biographical history of Avery and his crew; the rise of the Moghul dynasty; and the commercial ambition of the East India Company. In this compelling work of history and ideas, Johnson deftly traces the path from a single struck match to a global conflagration"--

Where Am I Now?

The easy accessibility of the Bible in most of the world's major languages can obscure a dramatic and sometimes unexpected story. In *Know How We Got Our Bible*, scholars Ryan Reeves and Charles Hill trace the history of the Bible from its beginnings to the present day, highlighting key figures and demonstrating overall the reliability of Scripture. Reeves and Hill begin with the writing of the Bible's books (including authorship and dating), move into the formation of the Old and New Testaments (including early transmission and the development of the canon), and conclude with several chapters on

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Bible translation from the Latin Vulgate to the ongoing work of translation around the world today. Written simply and focused on the overarching story of how the Bible came to us today, *Know How We Got Our Bible* is an excellent introduction for formal students and lay learners alike. Each chapter includes reflection questions and recommended readings for further learning.

What Got You Here Won't Get You There

Simple and timeless tools for success and happiness. For more than eighty years, millions of people from Warren Buffett to Oprah Winfrey have benefited from the remarkable wisdom of Dale Carnegie. Intended as a basic sales primer, *How to Win Friends and Influence People* quickly exploded into an overnight success—selling more than fifteen million copies worldwide and becoming one of the most influential books of all time. With an enduring grasp of human nature, Dale Carnegie's *How to Win Friends and Influence People* shows you how to be more persuasive and effective, a better leader and manager, and happier at home and at work. This special new edition of the beloved classic includes an exclusive foreword by Terry O'Reilly.

Selfie

How We Got the Bible

As climate change encroaches, natural habitats are

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shifting while human development makes islands of even the largest nature reserves, stranding the biodiversity within them. The Spine of the Continent profiles the most ambitious conservation effort ever made: to create linked protected areas from the Yukon to Mexico. Backed by blue-ribbon scientific foundations, the Spine is a grassroots, cooperative effort among NGOs large and small and everyday citizens. It aims not only to make physical connections so nature will persist but also to make connections between people and the land. In this fascinating and important account, Mary Ellen Hannibal travels the length of the Spine and shares stories of the impassioned activists she meets and the critters they love.

Who We Are and How We Got Here

This beautifully illustrated, oversized guide to the people and technology of the moon landing by award-winning author/illustrator John Rocco (illustrator of the Percy Jackson series) is a must-have for space fans, classrooms, and tech geeks. Everyone knows of Neil Armstrong's famous first steps on the moon. But what did it really take to get us there? The Moon landing is one of the most ambitious, thrilling, and dangerous ventures in human history. This exquisitely researched and illustrated book tells the stories of the 400,000 unsung heroes--the engineers, mathematicians, seamstresses, welders, and factory workers--and their innovations and life-changing technological leaps forward that allowed NASA to achieve this unparalleled accomplishment. From the

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shocking launch of the Russian satellite Sputnik to the triumphant splashdown of Apollo 11, Caldecott Honor winner John Rocco answers every possible question about this world-altering mission. Each challenging step in the space race is revealed, examined, and displayed through stunning diagrams, experiments, moments of crisis, and unforgettable human stories. Explorers of all ages will want to pore over every page in this comprehensive chronicle detailing the grandest human adventure of all time!

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