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SEND

WHY PEOPLE EMAIL SO BADLY AND HOW TO DO IT BETTER

Vintage The essential guide or anyone navigating the often overwhelming world of email. Send—the classic guide to email for office and home—has become indispensable for readers navigating the impersonal, and at times overwhelming, world of electronic communication. Filled with real-life email success (and horror) stories and a wealth of useful and entertaining examples, Send dissects all the major minefields and pitfalls of email. It provides clear rules for constructing effective emails, for handheld etiquette, for handling the “emotional email,” and for navigating all of today’s hot-button issues. It offers essential strategies to help you both better manage the ever-increasing number of emails you receive and improve the ones you send. Send is now more than ever the essential book about email for businesspeople and professionals everywhere.

SUMMARY - SEND: WHY PEOPLE EMAIL SO BADLY AND HOW TO DO IT BETTER BY DAVID SHIPLEY AND WILL SCHWALBE

Shortcut Edition * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will learn how to write an effective email and avoid mistakes. You will also learn : that e-mail has dethroned other means of communication; in which context it is most judicious to send an e-mail; how to fill in the various fields; how to formulate its contents; how to prevent misuse. David Shipley and Will Schwalbe begin with one

observation: we botch our emails. They are often complicated to decipher or do not allow the conversation to progress. However, they point out that e-mail is relatively new to humanity. It is only in the last twenty years or so that the consumption of email has exploded. Using it must therefore require learning, in order to make the best possible use of it. *Buy now the summary of this book for the modest price of a cup of coffee!

BOOKS FOR LIVING

SOME THOUGHTS ON READING, REFLECTING, AND EMBRACING LIFE

Vintage From the author of the beloved New York Times best-selling *The End of Your Life Book Club*, an inspiring and magical exploration of the power of books to shape our lives in an era of constant connectivity. "[A] gift, and one that keeps giving." —USA Today For Will Schwalbe, reading is a way to entertain himself but also to make sense of the world, and to find the answers to life's questions big and small. In each chapter, he discusses a particular book and how it relates to concerns we all share. These books span centuries and genres—from *Stuart Little* to *The Girl on the Train*, from *David Copperfield* to *Wonder*, from *Giovanni's Room* to *Rebecca*, and from 1984 to *Gifts from the Sea*. Throughout, Schwalbe tells stories from his life and focuses on the way certain books can help us honor those we've loved and lost, and also figure out how to live each day more fully.

THE END OF YOUR LIFE BOOK CLUB

Vintage "What are you reading?" That's the question Will Schwalbe asks his mother, Mary Anne, as they sit in the waiting room of the Memorial Sloan-Kettering Cancer Center. In 2007, Mary Anne returned from a humanitarian trip to Pakistan and Afghanistan suffering from what her doctors believed was a rare type of hepatitis. Months later she was diagnosed with a form of advanced pancreatic cancer, which is almost always fatal, often in six months or less. This is the inspiring true story of a son and his mother, who start a "book club" that brings them together as her life comes to a close. Over the next two years, Will and Mary Anne carry on conversations that are both wide-ranging and deeply personal, prompted by an eclectic array of books and a shared passion for reading. Their list jumps from classic to popular, from poetry to mysteries, from fantastic to spiritual. The issues they discuss include questions of faith and courage as well as everyday topics such as expressing gratitude and learning to listen. Throughout, they are constantly reminded of the power of books to comfort us, astonish us, teach us, and tell us what we need to do with our lives and in the world. Reading isn't the opposite of doing; it's the opposite of dying. Will and Mary Anne share their hopes and concerns with each other—and rediscover their lives—through their favorite books. When they read, they aren't a sick person and a well person, but a mother and a son taking a journey together. The result is a profoundly moving tale

of loss that is also a joyful, and often humorous, celebration of life: Will's love letter to his mother, and theirs to the printed page. This eBook edition includes a Reading Group Guide.

SEND

THE ESSENTIAL GUIDE TO EMAIL FOR OFFICE AND HOME

Knopf A guide to e-mail etiquette addresses the fine art of composing electronic memos, notes, reports, or other communiques, discussing how to handle sensitive issues and the challenges of composing an effective e-mail.

FINAL RUN

Penguin The Cold War is being fought on every front. Under the seas, the newest, most technologically advanced nuclear submarines are leading the fight while the old diesel engine subs are dying out. The USS Squallfish is one of the old school—as is her captain. Captain Chad Shipley earned his stripes under the Pacific as Japanese depth charges exploded around him. Now, as he takes the Squallfish on a routine patrol, he is ordered to infiltrate the heart of the Soviet Northern Fleet to spy upon the enemy's nuclear sub capabilities. But the first Soviet nuclear sub is already under way, and has found its first prey—the Squallfish. Against a captain as clever and cunning as himself, Captain Shipley and the crew of the Squallfish must rise to the battle—or sink into the crushing depths.

THE STONE ANGEL

New Canadian Library The film adaptation of Margaret Laurence's *The Stone Angel*, starring acclaimed actresses Ellen Burstyn and Ellen Page, and introducing Christine Horne, opens in theatres May 9, 2008. This special fortieth-anniversary edition of Margaret Laurence's most celebrated novel will introduce readers again to one of the most memorable characters in Canadian fiction. Hagar Shipley is stubborn, querulous, self-reliant, and, at ninety, with her life nearly behind her, she makes a bold last step towards freedom and independence. As her story unfolds, we are drawn into her past. We meet Hagar as a young girl growing up in a black prairie town; as the wife of a virile but unsuccessful farmer with whom her marriage was stormy; as a mother who dominates her younger son; and, finally, as an old woman isolated by an uncompromising pride and by the stern virtues she has inherited from her pioneer ancestors. Vivid, evocative, moving, *The Stone Angel* celebrates the triumph of the spirit, and reveals Margaret Laurence at the height of her powers as a writer of extraordinary craft and profound insight into the workings of the human heart.

SEND

THE HOW, WHY, WHEN - AND WHEN NOT - OF EMAIL

Canongate Books Ever wondered why we don't talk anymore? Or why you never seem to be able to get anything done at work? And why your boss is driving you mad? Answer: Email. In a short period of time, email has taken over our lives. But it is such a new form of communication. Is it any wonder that we haven't figured out how to use it yet? Send is a book so utterly necessary, it is almost impossible to imagine having survived without it. It explains the cultural implications of email and offers top tips on how to make it work FOR you, rather than AGAINST you. It might even prevent you from sending the email that could land you in jail.

HOW TO SAY IT BEST

CHOICE WORDS, PHRASES & MODEL SPEECHES FOR EVERY OCCASION

Penguin Whether you're giving a business presentation, accepting an award, or making an impromptu speech at a birthday party, this unique guide offers advice plus a wide variety of words and phrases that will help make your moment in the spotlight engaging and effective. Covering 39 different speech-giving occasions, How to Say It Best enables you to:

- Create the perfect speech from example phrases, sentences, and paragraphs
- Capture an audience's attention using vivid images and appealing to a listener's five senses
- Use humor, quotations, visual aids, and other public speaking tools in order to connect with your audience

Designed to help speakers inspire and persuade, this guide supplies the right words, phrases, paragraphs, and even complete model speeches for the whole spectrum of business and personal speaking situations. Whatever the occasion, you'll know exactly what to say and how to say it best!

A WRITER'S GUIDE TO NONFICTION

A CLEAR, PRACTICAL REFERENCE FOR ALL WRITERS

Penguin A WRITER'S COMPASS Direction for your writing career Don't get lost on the publishing path. Just forge ahead with the Writer's Compass. Drawing on decades of professional experience as an author, editor, writing instructor, mentor, and marketing consultant, Elizabeth Lyon helps you navigate the art and craft of writing—with clear, easy-to-follow directions:

NORTH Getting Your Bearings Understand your purpose and your audience; learn to refine your ideas, select effective titles, and find the best method of organization for any piece

SOUTH Troubleshooting Use checklists and guidelines to spot weaknesses and problems in leads, organization, conclusions, and style—and find out how to correct them

EAST Learning to Market Map a successful cover letter, query letter, or

proposal, and discover a four-step process to facilitate publication and sales WEST Refining Your Vision Brainstorm to gain perspective on your writing—and how it fits with your values, goals, and dreams

BIG PODCAST - GROW YOUR PODCAST AUDIENCE, BUILD LISTENER LOYALTY, AND GET EVERYBODY TALKING ABOUT YOUR SHOW

Big Podcast Is it worth doing a podcast if nobody listens? You started your podcast because you want to: - Spread an important message - Share your passion - Make money But your podcast hasn't quite taken off like you thought it would. What happened? This book is for podcasters who can't quite figure out what they're doing wrong (and are ready to do things right). You'll learn: - Why your "natural personality" may be repelling to people and how to make it attract listeners to your podcast like a magnet (See p198) - What to do when a company tries to "lowball" you on advertising fees (do nothing, except send them the email on p424) - It's easy to screw up an interview. To be sure you don't run into any problems, use my "guest contract" on p311. - A six-word "trick" (learned from a 20-year radio veteran) that will instantly make you a better host (it's on p210) - 9 reasons to kill an interview before it happens - ignore these "red flags" and you'll be sorry (p299) - What Victoria's Secret models know about podcasting (even though you never hear them talk) - this lesson starts on p208! - Nervous on the mic? You have lots of company - 75% of podcasters to be exact. I give you a 5-step way to cure your "stage fright" on p229. - If you're scared of getting bad reviews, don't worry - I have three simple ways to handle critics on p236 (two of which can turn critics into fans) - Why copying top podcasters may be killing your podcast (I share the story on p116) and how to develop a podcasting style that works for you (and will attract more listeners) - My 3-step "episode teaser" formula - it's boring, but it works (get it on p110) - Thinking of doing a "daily" podcast? You must read p103 before you start. - Want to impress a guest? See the chapter starting on p321 for my 3-step followup "ritual" that will make being on your podcast unforgettable (and encourage guests to promote your episodes) And that's just the start ... This book contains my complete system on how to attract listeners, deliver your message effectively, and build a big podcast. You can't build a big podcast on "hope." But you can build a big podcast. And if you're ready to do just that, read this book.

REAL FOOD

WHAT TO EAT AND WHY

Bloomsbury Publishing USA Hailed as the "patron saint of farmers' markets" by the Guardian and called one of the "great food activists" by Vanity Fair's David Kamp, Nina Planck was on the vanguard of the real food movement, and her first book remains a vital and original contribution to the hot debate about what to eat and why. In lively, personal chapters on

produce, dairy, meat, fish, chocolate, and other real foods, Nina explains how ancient foods like beef and butter have been falsely accused, while industrial foods like corn syrup and soybean oil have created a triple epidemic of obesity, diabetes, and heart disease. The New York Times said that Real Food "poses a convincing alternative to the prevailing dietary guidelines, even those treated as gospel." A rebuttal to dietary fads and a clarion call for the return to old-fashioned foods, Real Food no longer seems radical, if only because the conversation has caught up to Nina Planck. Indeed, it has become gospel in its own right. This special tenth-anniversary edition includes a foreword by Nina Teicholz (The Big Fat Surprise) and a new introduction from the author.

BOUNTIFUL

Rennie Road Books

WHERE THE SUCKERS MOON

THE LIFE AND DEATH OF AN ADVERTISING CAMPAIGN

Vintage "For all the right reasons." "Cars that can." "What to Drive." "The perfect Car for an Imperfect World." Only one of these slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991. As six advertising agencies scrambled for the account and the winner tried to churn out the Big Idea that would install Subaru in the collective national unconscious, Randall Rothenberg was there, observing every nuance of the chaos, comedy, creativity, and egotism that made up an ad campaign. One can read Rothenberg's book as the behind-the-scenes chronicle of the brief and very troubled marriage between a beleaguered automobile company and Wieden & Kennedy, an aggressively hip ad agency whose creative director despised cars. One can read it as a history of advertising's journey from the conventionally upbeat slogan "Helps Build Strong Bodies 12 Ways" to the supercool nineties minimalism of "Bo Knows." Either way, Where the Suckers Moon is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture.

THIS IS A TACO!

Oni Press This is a squirrel . . . "Hey, I may be a squirrel, but my name is Taco! And I don't eat nuts and tree bark—blech—I prefer tacos!" The natural predator of squirrels is . . . "Whoa, whoa, whoa! Who is writing this book? I do not like where this is going." This hilarious send-up of a children's nature primer teaches kids that the most important story is the one you write yourself.

ONE HUG AT A TIME

99 STORIES FROM THE MAN WHO EMBRACED THE WORLD

Since his friend died in the World Trade Center attacks on September 11, 2001, David Sylvester adopted a mission to enhance the world one interaction at a time. To that end, he bicycled and gave charitable service in: North America 2002 - Washington State to Philadelphia Africa 2004 - Cairo to Cape Town Asia 2007 - Istanbul to Beijing North America 2008 - San Diego to NYC North America 2011 - Minneapolis to NYC Australia 2015 - Sydney to Melbourne Unable to bicycle in 2016, "Big Dave"- as he is known - continued his mission via a car and staged Hug Events in 31 states - making it a point to visit places touched by violence like San Bernardino, OKC, Chicago, Cleveland, and Orlando the Pulse Nightclub. The previous year's warmth prompted him to hug people at the "literal" heart/center of the nation in Lebanon, KS, on Valentine's Day 2017. Later in 2017, he continued with Hug and High5 Tour of America and hugged 14K people in 48 states. The experience was fantastic and must have touched a lot of people's hearts because when the shootings in Las Vegas and Sutherland Springs, Texas, occurred - people said, "Dave get down there and hug people." And he did. Since then, he's staged hug tours throughout Alaska, Europe, and Israel. And even did a 48 state goodwill tour during the pandemic just to create more smiles in the world. That's the story! David Hale Sylvester is just a guy who wants the world to smile and has embraced 500,000] people in 50 states and 42 countries in 20 years to make that grin happen. Here are 99 picture-punctuated stories from Big Dave's travels that will hopefully make you smile too and offer a hug to someone too. Enjoy

RULE THE WEB

HOW TO DO ANYTHING AND EVERYTHING ON THE INTERNET--- BETTER, FASTER, EASIER

St. Martin's Griffin In Rule the Web, you'll learn how to: * Browse recklessly, free from viruses, ads, and spyware * Turn your browser into a secure and powerful anywhere office * Raze your old home page and build a modern Web masterpiece * Get the news so fast it'll leave skidmarks on your inbox * Fire your broker and let the Internet make you rich * Claim your fifteen megabytes of fame with a blog or podcast You use the Web to shop, do your banking, have fun, find facts, connect with family, share your thoughts with the world, and more. But aren't you curious about what else the Web can do for you? Or if there are better, faster, or easier ways to do what you're already doing? Let the world's foremost technology writer, Mark Frauenfelder, help you unlock the Internet's potential—and open up a richer, nimbler, and more useful trove of resources and services, including: EXPRESS YOURSELF, SAFELY. Create and share blogs, podcasts, and online video with friends, family, and millions of potential audience members, while protecting yourself from identity theft and fraud. DIVIDE AND

CONQUER. Tackle even the most complex online tasks with ease, from whipping up a gorgeous Web site to doing all your work faster and more efficiently within your browser, from word processing to investing to planning a party. **THE RIGHT WAY, EVERY TIME.** Master state-of-the-art techniques for doing everything from selling your house to shopping for electronics, with hundreds of carefully researched tips and tricks. **TIPS FROM THE INSIDERS.** Mark has asked dozens of the best bloggers around to share their favorite tips on getting the most out of the Web.

HBR GUIDE TO BETTER BUSINESS WRITING (HBR GUIDE SERIES)

Harvard Business Review Press **DON'T LET YOUR WRITING HOLD YOU BACK.** When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

SCHOTTENFREUDE

GERMAN WORDS FOR THE HUMAN CONDITION

Penguin Schottenfreude is a unique, must-have dictionary, complete with newly coined words that explore the idiosyncrasies of life as only the German language can. Ever thought, There should be a German word for that? Well, thanks to the brilliantly original mind behind Schott's Original Miscellany, now there is. In what other language but German could you construct *le mot juste* for a secret love of bad foods, the inability to remember jokes, Sunday-afternoon depression, the urge to yawn, the glee of gossip, reassuring your hairdresser, delight at the changing of the seasons, the urge to hoard, or the ineffable pleasure of a cold pillow? A beguiling, ideal gift book for the Gelehrte or anyone on your list—just beware of rapidly expanding (and potentially incomprehensible) vocabularies.

DAVID VIZARD'S HOW TO BUILD HORSEPOWER

CarTech Inc Extracting maximum torque and horsepower from engines is an art as well as a science. David Vizard is an engineer and more aptly an engine building artist who guides the reader through all the aspects of power production and high-performance engine building. His proven high-performance engine building methods and techniques are revealed in this

all-new edition of **How to Build Horsepower**. Vizard goes into extreme depth and detail for drawing maximum performance from any automotive engine. The production of power is covered from the most logical point from the air entering the engine all the way to spent gasses leaving through the exhaust. Explained is how to optimize all the components in between, such as selecting heads for maximum flow or port heads for superior power output, ideal valvetrain components, realizing the ideal rocker arm ratios for a particular application, secrets for selecting the best cam, and giving unique insight into all facets of cam performance. In addition, he covers how to select and setup superchargers, nitrous oxide, ignition and other vital aspects of high-performance engine building.

STRANGELY FUNNY IV

Mystery and Horror, LLC Book five in the Strangely Funny series: Short stories of horror gone wrong, so very wrong. This time you'll meet a vampire cursed with an inherited cleaning lady, the ghosts of the Rat Pack, and a group of senior superheroines who leave the retirement home for one last mission. See what happens when an orphan girl from Innsmouth goes to a big city school. All this and more is waiting inside...

WE SHOULD NOT BE FRIENDS

THE STORY OF A FRIENDSHIP

Knopf "From the author of the best-selling and beloved **The End of Your Life Book Club**-a new book that tracks an improbable and life-changing college friendship over the course of forty years. Author Will Schwalbe describes his friendship with unlikely college-buddy Maxey through marriage, divorce, and career changes up until the present day, noting what makes their bond so special and enduring"--

THE ULTIMATE SALES MACHINE

TURBOCHARGE YOUR BUSINESS WITH RELENTLESS FOCUS ON 12 KEY STRATEGIES

Penguin **NEWLY REVISED AND UPDATED** The bestselling business playbook for turbocharging any organization, updated for modern audiences with new and never-before-seen material Every single day 3,076 businesses shut their doors. But what if you could create the finest, most profitable and best-run version of your business without wasting precious dollars on a thousand different strategies? When **The Ultimate Sales Machine** first published in 2007, legendary sales expert Chet Holmes gave us the key to do just that. All you need is to focus on twelve key areas of improvement—and practice them over and over with pigheaded discipline. Now, a decade later, Chet's daughter Amanda Holmes breathes new life into her father's classic advice. With updated language to match our ever-

changing times and over 50 new pages of content, **The Ultimate Sales Machine** will help any modern reader transform their organization into a high-performing, moneymaking force. With practical tools, real-life examples, and proven strategies, this book will show you how to: • Teach your team to work smarter, not harder • Get more bang from your marketing for less • Perfect every sales interaction by working on sales, not just in sales • Land your dream clients This revised edition expands on these proven concepts, with checklists to get faster ROIs, Core Story Frameworks to get your company to number one in your marketplace, and a bonus, never-before-revealed chapter from Chet, “How to Live a Rich and Full Life,” that will put you in the best possible mindset to own your career. For every CEO, manager, and business owner who wants to take their organization to the next level, **The Ultimate Sales Machine** will put you and your company on the path to success—and help you stay there!

THE DISTRACTION ADDICTION

GETTING THE INFORMATION YOU NEED AND THE COMMUNICATION YOU WANT, WITHOUT ENRAGING YOUR FAMILY, ANNOYING YOUR COLLEAGUES, AND DESTROYING YOUR SOUL

Little, Brown The question of our time: can we reclaim our lives in an age that feels busier and more distracting by the day? We've all found ourselves checking email at the dinner table, holding our breath while waiting for Outlook to load, or sitting hunched in front of a screen for an hour longer than we intended. Mobile devices and the web have invaded our lives, and this is a big idea book that addresses one of the biggest questions of our age: can we stay connected without diminishing our intelligence, attention spans, and ability to really live? Can we have it all? Alex Soojung-Kim Pang, a renowned Stanford technology guru, says yes. **The Distraction Addiction** is packed with fascinating studies, compelling research, and crucial takeaways. Whether it's breathing while Facebook refreshes, or finding creative ways to take a few hours away from the digital crush, this book is about the ways to tune in without tuning out.

SEEING EMILY

Harry N. Abrams Relates in free verse the experiences of sixteen-year-old Emily, a gifted artist and the daughter of immigrants to the United States, as she tries to reconcile her American self with her Chinese heritage.

BEYOND HAPPINESS

HOW AUTHENTIC LEADERS PRIORITIZE PURPOSE AND PEOPLE FOR GROWTH AND IMPACT

Grand Central Publishing The co-founder and CEO of **Delivering Happiness** updates the **Delivering Happiness** model for our new abnormal, showing

organizations of every kind how to cultivate a culture that can adapt to change, be highly profitable, and support all its people...starting with yourself. ***WALL STREET JOURNAL BESTSELLER* *Named a Top Business Book of 2021 by Forbes*** Jenn Lim has dedicated her career to helping organizations from name-brand industry leaders to innovative governments build workplace cultures that benefit both their employees and their bottom line, with less employee turnover, greater engagement, and higher profits. Her culture consultancy, Delivering Happiness, demonstrates the profound impact happiness can have on businesses' ability to thrive in our ever-changing times. In this book, she clearly and concretely shows the way the model works in a hyper-connected fast-paced world, beginning with each individual defining their sense of values and purpose (the ME), and rippling through the organization ecosystem (the WE and the COMMUNITY) in waves of impact. Drawing on a deep understanding of the science of happiness, Jenn shows how bringing your whole self to work allows you to do your best work every day -- no matter what role you play at your company or what crisis might come at you next. She explains how true happiness comes from living your true purpose, and offers case studies to show how companies can help individuals align their purpose with the company mission. This innovation in organizational design and company culture is no longer a nice-to-have. It's the future of work, and it's here now. In this life-changing guide, you'll be empowered to find greater purpose in your own life and career, and to spread that power to others in your business and beyond.

WRITING WITH POWER

TECHNIQUES FOR MASTERING THE WRITING PROCESS

Oxford University Press A classic handbook for anyone who needs to write, **Writing With Power** speaks to everyone who has wrestled with words while seeking to gain power with them. Here, Peter Elbow emphasizes that the essential activities underlying good writing and the essential exercises promoting it are really not difficult at all. Employing a cookbook approach, Elbow provides the reader (and writer) with various recipes: for getting words down on paper, for revising, for dealing with an audience, for getting feedback on a piece of writing, and still other recipes for approaching the mystery of power in writing. In a new introduction, he offers his reflections on the original edition, discusses the responses from people who have followed his techniques, how his methods may differ from other processes, and how his original topics are still pertinent to today's writer. By taking risks and embracing mistakes, Elbow hopes the writer may somehow find a hold on the creative process and be able to heighten two mentalities--the production of writing and the revision of it. From students and teachers to novelists and poets, **Writing with Power** reminds us that we can celebrate the uses of mystery, chaos, nonplanning, and magic, while achieving analysis, conscious control, explicitness, and care in

whatever it is we set down on paper.

WE SHOULD NOT BE FRIENDS

Michael Joseph

ENEMY WOMEN

A NOVEL

Harper Collins For the Colleys of southeastern Missouri, the War between the States is a plague that threatens devastation, despite the family's avowed neutrality. For eighteen-year-old Adair Colley, it is a nightmare that tears apart her family and forces her and her sisters to flee. The treachery of a fellow traveler, however, brings about her arrest, and she is caged with the criminal and deranged in a filthy women's prison. But young Adair finds that love can live even in a place of horror and despair. Her interrogator, a Union major, falls in love with her and vows to return for her when the fighting is over. Before he leaves for battle, he bestows upon her a precious gift: freedom. Now an escaped "enemy woman," Adair must make her harrowing way south buoyed by a promise . . . seeking a home and a family that may be nothing more than a memory.

THE STUFF OF THOUGHT

LANGUAGE AS A WINDOW INTO HUMAN NATURE

Penguin This New York Times bestseller is an exciting and fearless investigation of language from the author of *Rationality, The Better Angels of Our Nature* and *The Sense of Style and Enlightenment Now*. "Curious, inventive, fearless, naughty." --The New York Times Book Review
Bestselling author Steven Pinker possesses that rare combination of scientific aptitude and verbal eloquence that enables him to provide lucid explanations of deep and powerful ideas. His previous books - including the Pulitzer Prize finalist *The Blank Slate* - have catapulted him into the limelight as one of today's most important popular science writers. In *The Stuff of Thought*, Pinker presents a fascinating look at how our words explain our nature. Considering scientific questions with examples from everyday life, *The Stuff of Thought* is a brilliantly crafted and highly readable work that will appeal to fans of everything from *The Selfish Gene* and *Blink* to *Eats, Shoots & Leaves*.

THE FIVE THINGS WE CANNOT CHANGE

AND THE HAPPINESS WE FIND BY EMBRACING THEM

Shambhala Publications Why is it that despite our best efforts, many of us remain fundamentally unhappy and unfulfilled in our lives? In this provocative and inspiring book, David Richo distills thirty years of experience as a therapist to explain the underlying roots of

unhappiness—and the surprising secret to finding freedom and fulfillment. There are certain facts of life that we cannot change—the unavoidable "givens" of human existence: (1) everything changes and ends, (2) things do not always go according to plan, (3) life is not always fair, (4) pain is a part of life, and (5) people are not loving and loyal all the time. Richo shows us that by dropping our deep-seated resistance to these givens, we can find liberation and discover the true richness that life has to offer. Blending Western psychology and Eastern spirituality, including practical exercises, Richo shows us how to open up to our lives—including to what is frightening, painful, or disappointing—and discover our greatest gifts.

DON'T REPLY ALL

18 EMAIL TACTICS THAT HELP YOU WRITE BETTER EMAILS AND IMPROVE COMMUNICATION WITH YOUR TEAM

Createspace Independent Publishing Platform Are you frustrated with the amount of time you spend managing your emails every day? Don't Reply All will show you how to use email more efficiently. Most employees spend over 11 hours a week reading and replying to emails. In this book, you'll learn how to spend less time and make your messages more effective. You'll get research-based guidelines for improving the way you communicate with your team members. Here is a partial list of what's covered: How to use the "3Ws" to clearly assign tasks in emails and get things done. Four recommendations to help you create powerful subject lines to ensure that your emails are read. How to use "If...then..." statements in your messages to improve clarity, increase accountability, and reduce the amount of follow-ups. Tips to show you how to format your email so readers will easily be able to see the most important parts of your message. How to list questions and present options instead of asking open-ended queries to reduce back & forth emails. How to improve your email open-rate by using the "Delay Delivery" feature to schedule your emails in advance. Here's what's included in the book: **Tactic #1: Assign Tasks in an Email Using the "3Ws"** **Tactic #2: Write the Perfect Subject Line** **Tactic #3: TL;DR - Write Emails That are Five Sentences or Less** **Tactic #4: Break Long Emails into Two Parts** **Tactic #5: Make Your Emails Scannable** **Tactic #6: Show Instead of Tell by Attaching Screenshots** **Tactic #7: Spell Out Time Zones, Dates, and Acronyms** **Tactic #8: Use "If...then..." Statements** **Tactic #9: Present Options Instead of Asking Open-Ended Questions** **Tactic #10: Re-Read Your Email Once for a Content Check** **Tactic #11: Save Drafts of Repetitive Emails** **Tactic #12: Write It Now, Send It Later Using Delay Delivery** **Tactic #13: Don't Reply All (Unless You Absolutely Have To)** **Tactic #14: Reply to Questions Inline** **Tactic #15: Reply Immediately to Time-Sensitive Emails** **Tactic #16: Read the Latest Email on a Thread Before Responding** **Tactic #17: Write the Perfect Out-of-Office (OOO) Auto Reply** **Tactic #18: Share the Rules of Email Ahead of Time** **Free Bonus** As a free bonus for purchasing this book, you'll get a downloadable

cheat sheet (a PDF file) that summarizes the content on one single page. You'll also get a PowerPoint presentation (a PPT file) that also summarizes the tactics in the book, but in more detail so you can share the deck with your team. Would you like to learn more? Download [Don't Reply All](#) now to get started right away. Scroll to the top of this page and click on the "buy button."

DICTIONARY OF WORD ORIGINS

Open Road Media This extensive reference volume presents the etymological history of thousands of English words. The story of how words come to be is the story of how humans think, and how we fashion our civilizations. Words can be the product of long and intertwining histories, migrations from other languages, or new coinages of science or slang. This diversity of origins is part of what gives the English language its beauty and power. In *Dictionary of Word Origins*, etymologist Joseph T. Shipley provides a fascinating window into the evolution of modern English, from the onomatopoeic aspect of "abash" to the animalistic origins of "zodiac."

THE BEAUTY MYTH

HOW IMAGES OF BEAUTY ARE USED AGAINST WOMEN

Harper Collins The bestselling classic that redefined our view of the relationship between beauty and female identity. In today's world, women have more power, legal recognition, and professional success than ever before. Alongside the evident progress of the women's movement, however, writer and journalist Naomi Wolf is troubled by a different kind of social control, which, she argues, may prove just as restrictive as the traditional image of homemaker and wife. It's the beauty myth, an obsession with physical perfection that traps the modern woman in an endless spiral of hope, self-consciousness, and self-hatred as she tries to fulfill society's impossible definition of "the flawless beauty."

PROMISCUITIES

THE SECRET STRUGGLE FOR WOMANHOOD

Vintage Canada In *Promiscuities*, Naomi Wolf has written an exceptionally frank sexual memoir of an individual and a generation, and a call to women not only to reclaim but to celebrate their own sexual experiences, desires and histories.

THE JOY OF X

A GUIDED TOUR OF MATH, FROM ONE TO INFINITY

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