

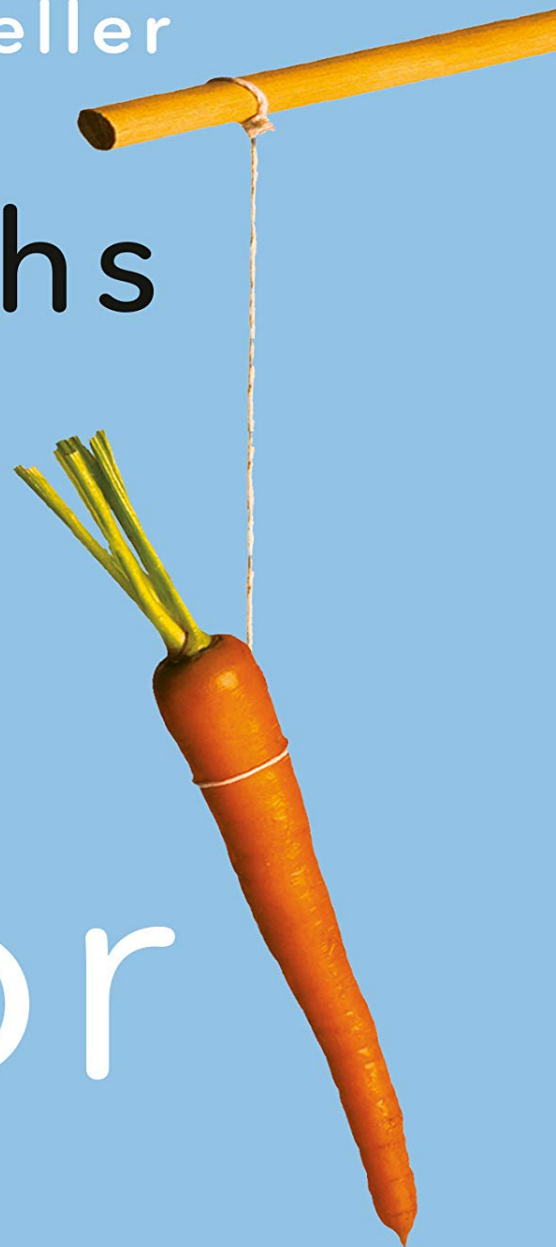
*New York Times* bestseller

Jay Heinrichs

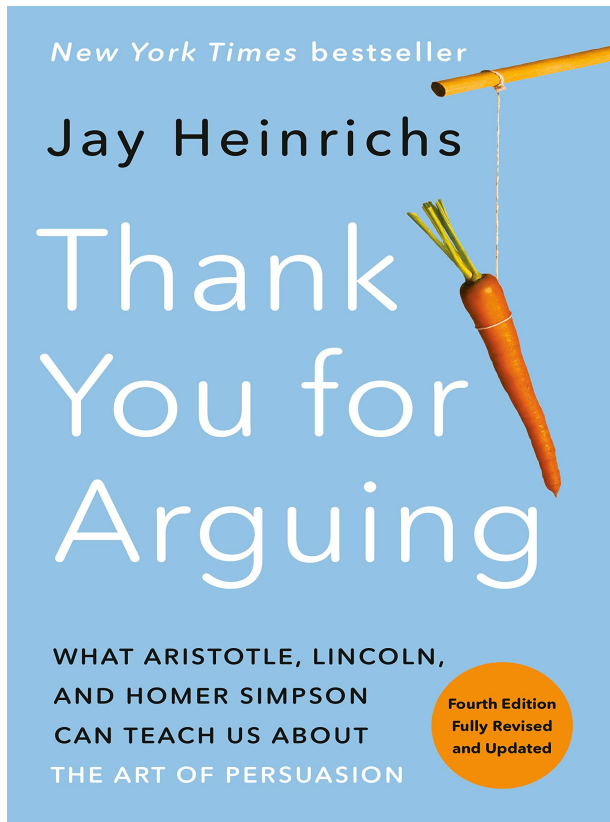
Thank  
You for  
Arguing

WHAT ARISTOTLE, LINCOLN,  
AND HOMER SIMPSON  
CAN TEACH US ABOUT  
THE ART OF PERSUASION

Fourth Edition  
Fully Revised  
and Updated



# Thank You for Arguing, Fourth Edition (Revised and Updated): What Aristotle, Lincoln, and Homer Simpson Can Teach Us About...



## Thank You for Arguing, Fourth Edition (Revised and Updated): What Aristotle, Lincoln, and Homer Simpson Can Teach Us About...

### Book Synopsis

The definitive guide to getting your way, revised and updated with new material on writing, speaking, framing, and other key tools for arguing more powerfully. Cross Cicero with David Letterman and you get Jay Heinrichs. --Joseph Ellis, Pulitzer Prize-winning author of *The Quartet* and *American Sphinx* Now in its fourth edition, Jay Heinrichs's *Thank You for Arguing* is your master class in the art of persuasion, taught by history's greatest professors, ranging from Queen Victoria and Winston Churchill to Homer Simpson and Barack Obama. Filled with time-tested secrets for emerging victorious from any dispute, including Cicero's three-step strategy for inspiring action and Honest Abe's Shameless Trick for lowering an audience's expectations, this fascinating book also

includes an assortment of

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# The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition



## THE SUSTAINABLE ENTERPRISE FIELDBOOK BUILDING NEW BRIDGES

Edited by Jeana Wirtenberg, Ph.D.,  
with Linda M. Kelley, David Lipsky, Ph.D., and William G. Russell



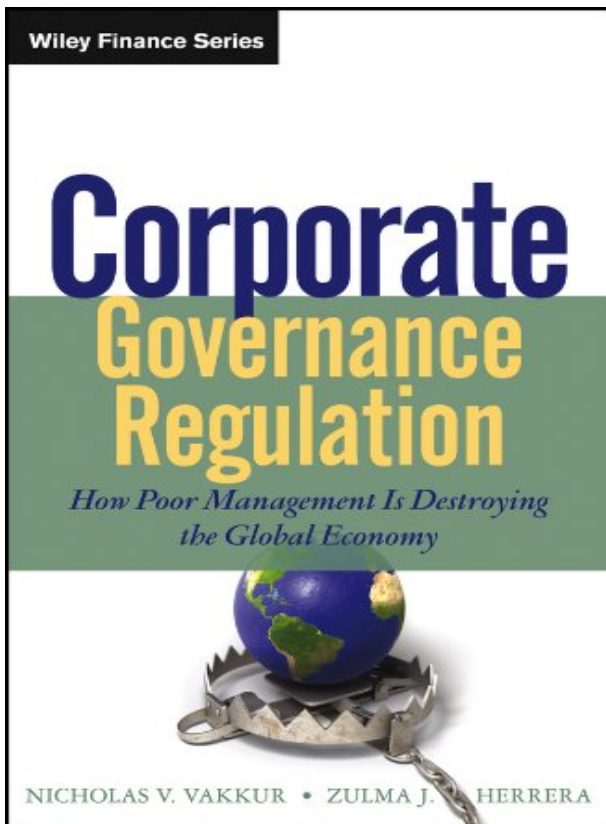
## The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition

### Book Synopsis

With deep thought and inspiring examples, this updated book engages readers by increasing their understanding and awareness of what sustainability means conceptually, practically, personally, and professionally. It provides readers with the tools and techniques to improve the social, environmental, and economic performance of their organizations in both the short and long term. Since sustainability is not achieved in a siloed environment, everyone has a critical role to play on this journey. The Sustainable Enterprise Fieldbook, with full companion materials at <https://TheSustainableEnterpriseFieldbook.com>, engages today's managers and leaders of organizations, in both the private sector and civil society, who are being challenged as never before to find ways to play a proactive role in

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# Corporate Governance Regulation: How Poor Management Is Destroying the Global Economy



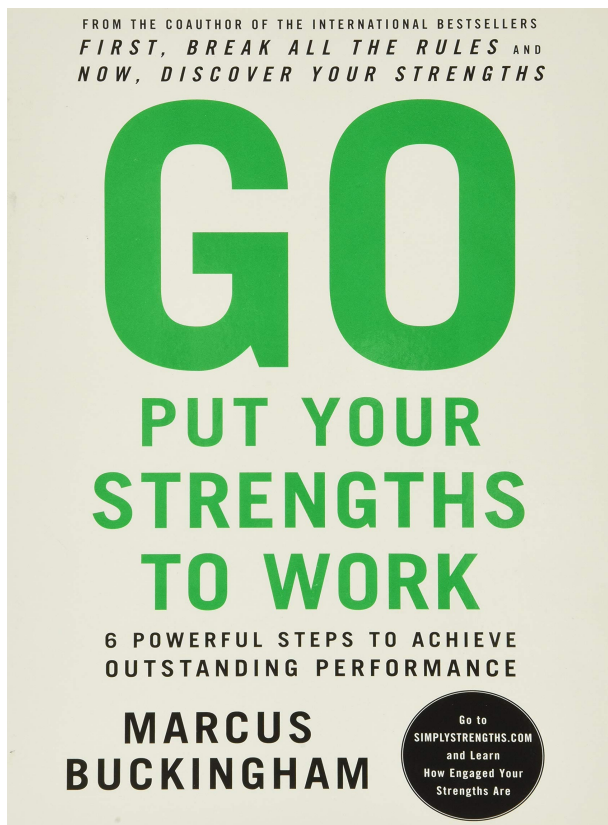
## Corporate Governance Regulation: How Poor Management Is Destroying the Global Economy

### Book Synopsis

The recent global financial crisis underscores the degree to which effective regulatory policy is critical to the continued health of the economy. Sounding the cause for alarm, this book suggests that the modern era of U.S. corporate governance regulation--which began with Sarbanes Oxley and has been marked by a conspicuous lack of efficacy and enormous costs--has lost its moorings. A litany of well-intended econometric analyses has failed to facilitate regulatory progress. To remedy this problem, the authors utilize an eclectic, analytic framework to conduct the most comprehensive analysis of Sarbanes Oxley-era regulation to date. The result is a nuanced, conceptual level understanding of the current state of regulatory policy. Whereas its implications are likely to prove controversial

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# Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance



## Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance

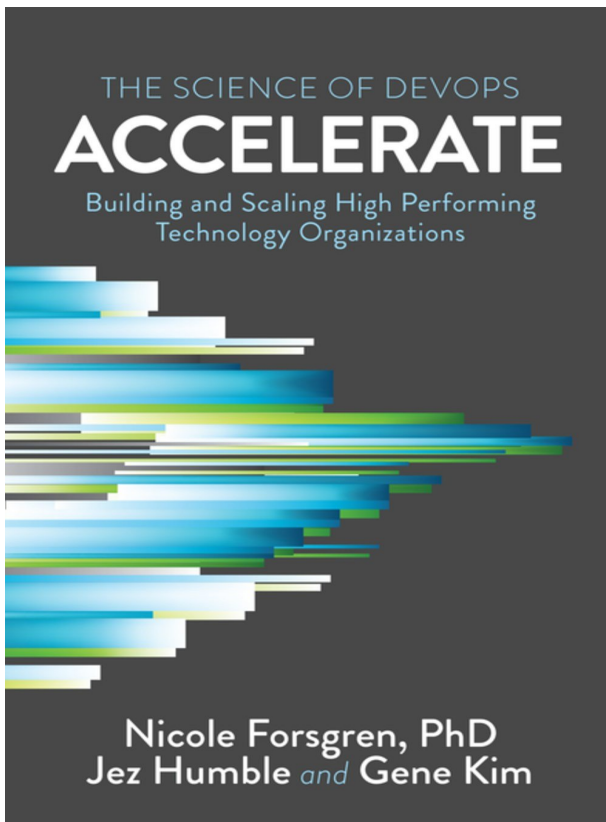
### Book Synopsis

Marcus Buckingham's books have guided millions to become top performers in everything they do by focusing on their strengths. In *Go Put Your Strengths to Work*, a Wall Street Journal bestseller, Buckingham will show you how to hone and apply your strengths for maximum success in your career. Research data show that most people do not come close to making full use of their assets at work—in fact, only seventeen percent of the workforce believe they use all of their strengths on the job. *Go Put Your Strengths to Work* aims to change that through a six-step, six-week experience that will reveal the hidden dimensions of your strengths. Buckingham shows you how to seize control of your assets and rewrite your job description under the nose of your boss. You will learn:

- Why your strengths aren't

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# Accelerate: The Science of Lean Software and DevOps: Building and Scaling High Performing Technology Organizations



## Accelerate: The Science of Lean Software and DevOps: Building and Scaling High Performing Technology Organizations

### Book Synopsis

Does technology actually matter? And how can we apply technology to drive business value? For years, we've been told that the performance of software delivery teams doesn't matter—that it can't provide a competitive advantage to our companies. Through four years of groundbreaking research, Dr. Nicole Forsgren, Jez Humble, and Gene Kim set out to find a way to measure software delivery performance—and what drives it—using rigorous statistical methods. This book presents both the findings and the science behind that research. Readers will discover how to measure the performance of their teams, and what capabilities they should invest in to drive higher performance.

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