

# Difference The One Page Method For Reimagining Your Business And Reinventing Marketing Kindle Edition Bernadette Jiwa

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A Compass for the Heart Bernadette Jiwa 2020-05-20 A 90-day journal for self-reflection

Reimagining Design Kevin G. Bethune 2022-03-15 The power of transformative design, multidisciplinary leaps, and diversity: lessons from a Black professional's journey through corporate America. Design offers so much more than an aesthetically pleasing logo or banner, a beautification add-on after the heavy lifting. In Reimagining Design, Kevin Bethune shows how design provides a unique angle on problem-solving—how it can be leveraged strategically to cultivate innovation and anchor multidisciplinary teamwork. As he does so, he describes his journey as a Black professional through corporate America, revealing the power of transformative design, multidisciplinary leaps, and diversity. Bethune, who began as an engineer at Westinghouse, moved on to Nike (where he designed Air Jordans), and now works as a sought-after consultant on design and innovation, shows how design can transform both individual lives and organizations. In Bethune's account, diversity, equity, and inclusion emerge as a recurring theme. He shows how, as we leverage design for innovation, we also need to consider the broader ecological implications of our decisions and acknowledge the threads of systemic injustice in order to realize positive change. His book is for anyone who has felt like the "other"—and also for allies who want to encourage anti-racist, anti-sexist, and anti-ageist behaviors in the workplace. Design transformation takes leadership—leaders who do not act as gatekeepers but, with agility and nimbleness, build teams that mirror the marketplace. Design in harmony with other disciplines can be incredibly powerful; multidisciplinary team collaboration is the foundation of future innovation. With insight and compassion, Bethune provides a framework for bringing this about.

Reinventing Organizations Frederic Laloux 2014 Every time humanity has shifted to a new stage of consciousness in the past, it has invented a new way to structure and run organizations, each time bringing breakthroughs in collaboration. The organizations researched for this book have already "cracked the code." Their founders have fundamentally questioned every aspect of management and have come up with entirely new organizational methods. This book describes in practical detail how organizations large and small can operate in this new paradigm.

Reimagining Indian Ocean Worlds Smriti Srinivas 2020-06-24 This book breaks new ground by bringing together multidisciplinary approaches to examine contemporary Indian Ocean worlds. It reconfigures the Indian Ocean as a space for conceptual and theoretical relationality based on social science and humanities scholarship, thus moving away from an area-based and geographical approach to Indian Ocean studies. Contributors from a variety of disciplines focus on keywords such as relationality, space/place, quotidian practices, and new networks of memory and maps to offer original insights to reimagine the Indian Ocean. While the volume as a whole considers older histories, mobilities, and relationships between places in Indian Ocean worlds, it is centrally concerned with new connectivities and layered mappings forged in the lived experiences of individuals and communities today. The chapters are steeped in ethnographic, multi-modal, and other humanities methodologies that examine different sources besides historical archives and textual materials, including everyday life, cities, museums, performances, the built environment, media, personal narratives, food, medical practices, or scientific explorations. An important contribution to several fields, this book will be of interest to academics of Indian Ocean studies, Afro-Asian linkages, inter-Asian exchanges, Afro-Arab crossroads, Asian studies, African studies, Anthropology, History, Geography, and International Relations.

Detransition, Baby Torrey Peters 2021-01-12 NATIONAL BESTSELLER • The lives of three women—transgender and cisgender—collide after an unexpected pregnancy forces them to confront their deepest desires in "one of the most celebrated novels of the year" (Time) "Reading this novel is like holding a live wire in your hand."—Vulture Named one of the Best Books of the Year by more than twenty publications, including The New York Times Book Review, Entertainment Weekly, NPR, Time, Vogue, Esquire, Vulture, and Autostraddle PEN/Hemingway Award Winner • Finalist for the Lambda Literary Award, the National Book Critics Circle Award, and the Gotham Book Prize • Longlisted for The Women's Prize • Roxane Gay's Audacious Book Club Pick • New York Times Editors' Choice Reese almost had it all: a loving relationship with Amy, an apartment in New York City, a job she didn't hate. She had scraped together what previous generations of trans women could only dream of: a life of mundane, bourgeois comforts. The only thing missing was a child. But then her girlfriend, Amy, detransitioned and became Ames, and everything fell apart. Now Reese is caught in a self-destructive pattern: avoiding her loneliness by sleeping with married men. Ames isn't happy either. He thought detransitioning to live as a man would make life easier, but that decision cost him his relationship with Reese—and losing her meant losing his only family. Even though their romance is over, he longs to find a way back to her. When Ames's boss and lover, Katrina, reveals that she's pregnant with his baby—and that she's not sure whether she wants to keep it—Ames wonders if this is the chance he's been waiting for. Could the three of them form some kind of unconventional family—and raise the baby together? This provocative debut is about what happens at the emotional, messy, vulnerable corners of womanhood

that platitudes and good intentions can't reach. Torrey Peters brilliantly and fearlessly navigates the most dangerous taboos around gender, sex, and relationships, gifting us a thrillingly original, witty, and deeply moving novel.

**Food Utopias** Paul V. Stock 2015-01-09 Food is a contentious and emotive issue, subject to critiques from multiple perspectives. Alternative food movements – including the different articulations of local, food miles, seasonality, food justice, food knowledge and food sovereignty – consistently invoke themes around autonomy, sufficiency, cooperation, mutual aid, freedom, and responsibility. In this stimulating and provocative book the authors link these issues to utopias and intentional communities. Using a food utopias framework presented in the introduction, they examine food stories in three interrelated and complementary ways: utopias as critique of existing systems; utopias as engagement with experimentation of the novel, the forgotten, and the hopeful in the future of the food system; and utopias as process that recognizes the time and difficulty inherent in changing the status quo. The chapters address theoretical aspects of food utopias and also present case studies from a range of contexts and regions, including Argentina, Italy, Switzerland and USA. These focus on key issues in contemporary food studies including equity, locality, the sacred, citizenship, community and food sovereignty. Food utopias offers ways forward to imagine a creative and convivial food system.

**Reimagining Advocacy** Elizabeth C. Britt 2018-05-17 Domestic violence accounts for approximately one-fifth of all violent crime in the United States and is among the most difficult issues confronting professionals in the legal and criminal justice systems. In this volume, Elizabeth Britt argues that learning embodied advocacy—a practice that results from an expanded understanding of expertise based on lived experience—and adopting it in legal settings can directly and tangibly help victims of abuse. Focusing on clinical legal education at the Domestic Violence Institute at the Northeastern University School of Law, Britt takes a case-study approach to illuminate how challenging the context, aims, and forms of advocacy traditionally embraced in the U.S. legal system produces better support for victims of domestic violence. She analyzes a wide range of materials and practices, including the pedagogy of law school training programs, interviews with advocates, and narratives written by students in the emergency department, and looks closely at the forms of rhetorical education through which students assimilate advocacy practices. By examining how students learn to listen actively to clients and to recognize that clients have the right and ability to make decisions for themselves, Britt shows that rhetorical education can succeed in producing legal professionals with the inclination and capacity to engage others whose values and experiences diverge from their own. By investigating the deep relationship between legal education and rhetorical education, *Reimagining Advocacy* calls for conversations and action that will improve advocacy for others, especially for victims of domestic violence seeking assistance from legal professionals.

**Range** David Epstein 2021-04-27 The #1 New York Times bestseller that has all America talking—with a new afterword on expanding your range—as seen on CNN's Fareed Zakaria GPS, Morning Joe, CBS This Morning, and more. "The most important business—and parenting—book of the year." —Forbes "Urgent and important. . . an essential read for bosses, parents, coaches, and anyone who cares about improving performance." —Daniel H. Pink Shortlisted for the Financial Times/McKinsey Business Book of the Year Award Plenty of experts argue that anyone who wants to develop a skill, play an instrument, or lead their field should start early, focus intensely, and rack up as many hours of deliberate practice as possible. If you dabble or delay, you'll never catch up to the people who got a head start. But a closer look at research on the world's top performers, from professional athletes to Nobel laureates, shows that early specialization is the exception, not the rule. David Epstein examined the world's most successful athletes, artists, musicians, inventors, forecasters and scientists. He discovered that in most fields—especially those that are complex and unpredictable—generalists, not specialists, are primed to excel. Generalists often find their path late, and they juggle many interests rather than focusing on one. They're also more creative, more agile, and able to make connections their more specialized peers can't see. Provocative, rigorous, and engrossing, *Range* makes a compelling case for actively cultivating inefficiency. Failing a test is the best way to learn. Frequent quitters end up with the most fulfilling careers. The most impactful inventors cross domains rather than deepening their knowledge in a single area. As experts silo themselves further while computers master more of the skills once reserved for highly focused humans, people who think broadly and embrace diverse experiences and perspectives will increasingly thrive.

**Make Your Idea Matter** Bernadette Jiwa 2012 The path to success is littered with great ideas poorly marketed. Don't let yours be one of them. "A little book with a very big message. Your idea is worth a great story, well told." SETH GODIN— Author of *All Marketers Tell Stories* *Make Your Idea Matter* is a call to action for entrepreneurs, emerging brands and anyone with a great idea, who knows that to stand out in today's noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwa's award-winning business blog *TheStoryofTelling.com*. Use this book as both inspiration and guide to help you tell the best stories you can tell about your business, your ideas and the work that matters to you. You don't have to start on page one and work your way through, or even read it from front to back. Each topic stands on its own so dip in and out. Reawaken a thought or an idea you've already had. Spark new ones. Discover different ways of thinking about your business, what you do and how you tell your story. Then go make your idea matter. ADVANCE PRAISE FOR MAKE YOUR IDEA MATTER "Every story you tell is a choice, and the choices you make matter. For best results make the choice to read this book." CHRIS GUILLEBEAU— Author of *The \$100 Startup* "Make Your Idea Matter" is a book that's easy to get into and hard to escape. Full of valuable, original, engaging content. Bernadette Jiwa has been likened to 'a female Seth Godin' and I have to agree." ROBERT GERRISH— Director of *Flying Solo*, Australia's Micro Business Community "The most brilliant people I have known have the rare ability to distill complexity to an essence. This is what Bernadette Jiwa does for entrepreneurs in *Make Your Idea Matter*." MARK SCHAEFER— Author of *Return on Influence & The Tao of Twitter* "If I discover one useful insight in a business book, I consider the time well spent. This surprising little book delivers them in spades!" TOM ASACKER — Author of *A Clear Eye for Branding* "Now is your time to make a difference, your time to be the best at what you love doing, your time to use your skills to enrich not only your own life, but the lives of each and every individual you do business with. More and more small businesses are taking impressive leads in their industries, making giant multinationals look cumbersome and unfriendly in comparison. You can do the same, and the first thing on your "to do" list should be to read this book. Bernadette has written a fantastic collection of stories to inspire, to provoke, to make you think, to generate ideas, and to bring your business to the next level. It doesn't matter if your idea has been done before, because as Bernadette rightly points out, it hasn't been done by you." DAVID AIREY — Author of *Logo Design Love* *Everything Is Connected* Keri Smith 2013-10-01 From the internationally bestselling creator of *Wreck This Journal* comes an imaginative new project: fifty postcards that send you on a quest to reanimate everyday life... Leave notes in public for strangers, dream up a tiny imaginary world, summon magic powers, draw a portrait of yourself as a hero, create your own treasure map, or access a secret portal whenever you wish. Don't you just love getting something unexpected in the mail? With *Everything Is*

Connected, your mission is to reimagine your world—and the worlds of everyone around you—one postcard at a time. Creative, collaborative, and winkingly subversive, this postcard set is a manifesto, a mission, a game, and an invitation in one convenient package.

Difference Bernadette Jiwa 2014-02-04 "Difference lifts the lid on how brands like Airbnb, Uber, and Apple have succeeded by creating difference and gives you a new one page method for reimagining your business and reinventing your marketing, It helps you to recognize opportunities that create value, to develop products and services that people want, and to matter to your customers" -- Provided by publisher.

R.E.D. Marketing Greg Creed 2021-06-08 Create breakthrough marketing campaigns by harnessing the power of R.E.D. Marketing: a transparent and flexible methodology straight from marketing powerhouse Yum! Brands. Sidestep the marketing books, courses, and even TED talks that offer hypothetical explanations that sound sensible and embrace the proven, systematic approach of R.E.D. Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth. This book, filled with simple frameworks and engaging stories, will help everyone in your company understand what really works for driving sustainable brand growth and business success. In 2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together, they developed the R.E.D (Relevance, Ease, Distinctiveness) method. It's simple methodology does not require complicated terms and a PhD to understand, it's actually quite simple—marketing works in three very different ways: Relevance—Is it relevant to the marketplace? Ease—Is it easy to access and use? Distinction—Does it stand out from competition? By combining actual examples from Yum! and other recognizable brands of every size around the world with the latest findings in marketing, neuroscience, and behavioral economics, and the author's own experience marketing three different brands across 120 countries, your brand can set and achieve a truly breakthrough marketing campaign utilizing R.E.D Marketing.

A World Without Email Cal Newport 2021-03-02 New York Times bestseller! From New York Times bestselling author Cal Newport comes a bold vision for liberating workers from the tyranny of the inbox--and unleashing a new era of productivity. Modern knowledge workers communicate constantly. Their days are defined by a relentless barrage of incoming messages and back-and-forth digital conversations--a state of constant, anxious chatter in which nobody can disconnect, and so nobody has the cognitive bandwidth to perform substantive work. There was a time when tools like email felt cutting edge, but a thorough review of current evidence reveals that the "hyperactive hive mind" workflow they helped create has become a productivity disaster, reducing profitability and perhaps even slowing overall economic growth. Equally worrisome, it makes us miserable. Humans are simply not wired for constant digital communication. We have become so used to an inbox-driven workday that it's hard to imagine alternatives. But they do exist. Drawing on years of investigative reporting, author and computer science professor Cal Newport makes the case that our current approach to work is broken, then lays out a series of principles and concrete instructions for fixing it. In A World without Email, he argues for a workplace in which clear processes--not haphazard messaging--define how tasks are identified, assigned and reviewed. Each person works on fewer things (but does them better), and aggressive investment in support reduces the ever-increasing burden of administrative tasks. Above all else, important communication is streamlined, and inboxes and chat channels are no longer central to how work unfolds. The knowledge sector's evolution beyond the hyperactive hive mind is inevitable. The question is not whether a world without email is coming (it is), but whether you'll be ahead of this trend. If you're a CEO seeking a competitive edge, an entrepreneur convinced your productivity could be higher, or an employee exhausted by your inbox, A World Without Email will convince you that the time has come for bold changes, and will walk you through exactly how to make them happen.

Elderhood Louise Aronson 2019-06-11 Finalist for the Pulitzer Prize in General Nonfiction A New York Times Bestseller Longlisted for the Andrew Carnegie Medal for Excellence in Nonfiction Winner of the WSU AOS Bonner Book Award As revelatory as Atul Gawande's Being Mortal, physician and award-winning author Louise Aronson's Elderhood is an essential, empathetic look at a vital but often disparaged stage of life. For more than 5,000 years, "old" has been defined as beginning between the ages of 60 and 70. That means most people alive today will spend more years in elderhood than in childhood, and many will be elders for 40 years or more. Yet at the very moment that humans are living longer than ever before, we've made old age into a disease, a condition to be dreaded, denigrated, neglected, and denied. Reminiscent of Oliver Sacks, noted Harvard-trained geriatrician Louise Aronson uses stories from her quarter century of caring for patients, and draws from history, science, literature, popular culture, and her own life to weave a vision of old age that's neither nightmare nor utopian fantasy--a vision full of joy, wonder, frustration, outrage, and hope about aging, medicine, and humanity itself. Elderhood is for anyone who is, in the author's own words, "an aging, i.e., still-breathing human being."

Black Faces, White Spaces Carolyn Finney 2014-06-01 Black Faces, White Spaces: Reimagining the Relationship of African Americans to the Great Outdoors

The Second Media Age Mark Poster 2018-03-08 This book examines the implications of new communication technologies in the light of the most recent work in social and cultural theory and argues that new developments in electronic media, such as the Internet and Virtual Reality, justify the designation of a "second media age".

Who are 'We'? Liana Chua 2018-06-13 Who do "we" anthropologists think "we" are? And how do forms and notions of collective disciplinary identity shape the way we think, write, and do anthropology? This volume explores how the anthropological "we" has been construed, transformed, and deployed across history and the global anthropological landscape. Drawing together both reflections and ethnographic case studies, it interrogates the critical--yet poorly studied--roles played by myriad anthropological "we" ss in generating and influencing anthropological theory, method, and analysis. In the process, new spaces are opened for reimagining who "we" are -- and what "we," and indeed anthropology, could become.

Bodyminds Reimagined Sami Schalk 2018-02-23 In Bodyminds Reimagined Sami Schalk traces how black women's speculative fiction complicates the understanding of bodyminds—the intertwining of the mental and the physical—in the context of race, gender, and (dis)ability. Bridging black feminist theory with disability studies, Schalk demonstrates that this genre's political potential lies in the authors' creation of bodyminds that transcend reality's limitations. She reads (dis)ability in neo-slave narratives by Octavia Butler (Kindred) and Phyllis Alesia Perry (Stigmata) not only as representing the literal injuries suffered under slavery, but also as a metaphor for the legacy of racial violence. The fantasy worlds in works by N. K. Jemisin, Shawntelle Madison, and Nalo Hopkinson—where werewolves have obsessive-compulsive-disorder and blind demons can see magic—destabilize social categories and definitions of the human, calling into question the very nature of identity. In these texts, as well as in Butler's Parable series, able-mindedness and able-bodiedness are socially constructed and upheld through racial and gendered norms. Outlining

(dis)ability's centrality to speculative fiction, Schalk shows how these works open new social possibilities while changing conceptualizations of identity and oppression through nonrealist contexts.

Story Driven Bernadette Jiwa 2018 "Every one of us-- regardless of where we were born, how we were brought up, how many setbacks we've endured or privileges we've been afforded-- has been conditioned to compete to win. Ironically, the people who create fulfilling lives and careers--the ones we respect, admire and try to emulate--choose an alternative path to success. They have a powerful sense of identity. They don't worry about differentiating themselves from the competition or obsess about telling the right story. They tell the real story instead. Whether you're an individual or you're representing an organisation or a movement, a city or a country, 'Story Driven' gives you a framework to help you consistently articulate, live and lead with your story. This book is about how to stop competing and start succeeding by being who you are, so you can do work you're proud of and create the future you want to see"--Page 4 of cover.

Liquid Love Zygmunt Bauman 2013-05-03 This book is about the central figure of our contemporary, 'liquid modern' times – the man or woman with no bonds, and particularly with none of the fixed or durable bonds that would allow the effort of self-definition and self-assertion to come to a rest. Having no permanent bonds, the denizen of our liquid modern society must tie whatever bonds they can to engage with others, using their own wits, skill and dedication. But none of these bonds are guaranteed to last. Moreover, they must be tied loosely so that they can be untied again, quickly and as effortlessly as possible, when circumstances change – as they surely will in our liquid modern society, over and over again. The uncanny frailty of human bonds, the feeling of insecurity that frailty inspires, and the conflicting desires to tighten the bonds yet keep them loose, are the principal themes of this important new book by Zygmunt Bauman, one of the most original and influential social thinkers of our time. It will be of great interest to students and scholars in sociology and in the social sciences and humanities generally, and it will appeal to anyone interested in the changing nature of human relationships.

Managing Brands in 4D Jacek Pogorzelski 2018-06-14 The main value of this book is an organized and systematic approach to branding, supported by literature research, findings and practical implementation.

The Invisible Kingdom Meghan O'Rourke 2022-03-01 A NEW YORK TIMES BESTSELLER "Remarkable." –Andrew Solomon, The New York Times Book Review "At once a rigorous work of scholarship and a radical act of empathy."—Esquire "A ray of light into those isolated cocoons of darkness that, at one time or another, may afflict us all." —The Wall Street Journal "Essential."—The Boston Globe A landmark exploration of one of the most consequential and mysterious issues of our time: the rise of chronic illness and autoimmune diseases A silent epidemic of chronic illnesses afflicts tens of millions of Americans: these are diseases that are poorly understood, frequently marginalized, and can go undiagnosed and unrecognized altogether. Renowned writer Meghan O'Rourke delivers a revelatory investigation into this elusive category of "invisible" illness that encompasses autoimmune diseases, post-treatment Lyme disease syndrome, and now long COVID, synthesizing the personal and the universal to help all of us through this new frontier. Drawing on her own medical experiences as well as a decade of interviews with doctors, patients, researchers, and public health experts, O'Rourke traces the history of Western definitions of illness, and reveals how inherited ideas of cause, diagnosis, and treatment have led us to ignore a host of hard-to-understand medical conditions, ones that resist easy description or simple cures. And as America faces this health crisis of extraordinary proportions, the populations most likely to be neglected by our institutions include women, the working class, and people of color. Blending lyricism and erudition, candor and empathy, O'Rourke brings together her deep and disparate talents and roles as critic, journalist, poet, teacher, and patient, synthesizing the personal and universal into one monumental project arguing for a seismic shift in our approach to disease. The Invisible Kingdom offers hope for the sick, solace and insight for their loved ones, and a radical new understanding of our bodies and our health.

Out of the Shadows Walt Odets 2019-06-04 A moving exploration of how gay men construct their identities, fight to be themselves, and live authentically it goes without saying that even today, it's not easy to be gay in America. While young gay men often come out more readily, even those from the most progressive of backgrounds still struggle with the legacy of early-life stigma and a deficit of self-acceptance, which can fuel doubt, regret, and, at worst, self-loathing. And this is to say nothing of the ongoing trauma wrought by AIDS, which is all too often relegated to history. Drawing on his work as a clinical psychologist during and in the aftermath of the epidemic, Walt Odets reflects on what it means to survive and figure out a way to live in a new, uncompromising future, both for the men who endured the upheaval of those years and for the younger men who have come of age since then, at a time when an HIV epidemic is still ravaging the gay community, especially among the most marginalized. Through moving stories—of friends and patients, and his own—Odets considers how experiences early in life launch men on trajectories aimed at futures that are not authentically theirs. He writes to help reconstruct how we think about gay life by considering everything from the misleading idea of "the homosexual," to the diversity and richness of gay relationships, to the historical role of stigma and shame and the significance of youth and of aging. Crawling out from under the trauma of destructive early-life experience and the two epidemics, and into a century of shifting social values, provides an opportunity to explore possibilities rather than live with limitations imposed by others. Though it is drawn from decades of private practice, activism, and life in the gay community, Odets's work achieves remarkable universality. At its core, *Out of the Shadows* is driven by his belief that it is time that we act based on who we are and not who others are or who they would want us to be. We—particularly the young—must construct our own paths through life. *Out of the Shadows* is a necessary, impassioned argument for how and why we must all take hold of our futures.

Wild Souls Emma Marris 2021-06-29 From an acclaimed environmental writer, a groundbreaking and provocative new vision for our relationships with--and responsibilities toward--the planet's wild animals. Protecting wild animals and preserving the environment are two ideals so seemingly compatible as to be almost inseparable. But in fact, between animal welfare and conservation science there exists a space of underexamined and unresolved tension: wildness itself. When is it right to capture or feed wild animals for the good of their species? How do we balance the rights of introduced species with those already established within an ecosystem? Can hunting be ecological? Are any animals truly wild on a planet that humans have so thoroughly changed? No clear guidelines yet exist to help us resolve such questions. Transporting readers into the field with scientists tackling these profound challenges, Emma Marris tells the affecting and inspiring stories of animals around the globe--from Peruvian monkeys to Australian bilbies, rare Hawaiian birds to majestic Oregon wolves. And she offers a companionable tour of the philosophical ideas that may steer our search for sustainability and justice in the non-human world. Revealing just how intertwined animal life and human life really are, *Wild Souls* will change the way we think about nature and our place within it.

The Right Story Bernadette Jiwa 2019-01-26 Sometimes bad ideas succeed, and we can't stop them. Sometimes good ideas fail and we can't save them. But we can learn from those failures and improve our chances of success in the future. In the intervening years,

I've realised that there is no such thing as a bad idea or a good idea. There is only the wrong story or the right story. The right story is one that is trusted. It is believed because it is told by the right person, for the right reasons, in the right way, at the right time, to the right people. The success or failure of our ideas depends on us telling the right story. We can only do that by being clear about the change we want to create, and why-and then bringing enough of the right people with us on the journey. It's up to us, the changemakers of today and tomorrow, to galvanise those people we hope to bring on the journey with us. That's what this book is about. It's not just about helping you to change someone's mind. It's about how you can get better at articulating the change you want to create and understanding the people you want to influence-so you can build upon what they already believe and ultimately shape the future you and they want to see.

Driving Digital Strategy Sunil Gupta 2018-07-24 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

Meaningful Bernadette Jiwa 2015-10-09 "The most important book for your boss to read this year." -SETH GODIN "Empathy, relevance, and affinity-three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world." -GUY KAWASAKI "A must read for any entrepreneur or marketer. It's full of lots of "aha" moments with a concrete tool that you can implement immediately. This book should be added to every marketer's toolkit!" -DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITY "This book and the Story Strategy Blueprint inside are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers. Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful storyteller." -ANTONIO ZEA, Global Director, Football Footwear, UNDER ARMOUR "As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet." -LEE TONITTO, CEO, AUSTRALIAN MARKETING INSTITUTE One of Inc Magazine's Top Business Books of 2015. Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world-to create an idea that flies. But for every groundbreaking business that started this way, a thousand others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something-and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become meaningful to others-helping them to see what's possible for them. Our ideas fly when we show others their wings.

The Eagle and the Dragon Serge Gruzinski 2014-12-23 In this important new book the renowned historian Serge Gruzinski returns to two episodes in the sixteenth century which mark a decisive stage in global history and show how China and Mexico experienced the expansion of Europe. In the early 1520s, Magellan set sail for Asia by the Western route, Cortes seized Mexico and some Portuguese based in Malacca dreamed of colonizing China. The Aztec Eagle was destroyed but the Chinese Dragon held strong and repelled the invaders - after first seizing their cannon. For the first time, people from three continents encountered one other, confronted one other and their lives became entangled. These events were of great interest to contemporaries and many people at the time grasped the magnitude of what was going on around them. The Iberians succeeded in America and failed in China. The New World became inseparable from the Europeans who were to conquer it, while the Celestial Empire became, for a long time to come, an unattainable goal. Gruzinski explores this encounter between civilizations that were different from one another but that already fascinated contemporaries, and he shows that our world today bears the mark of this distant age. For it was in the sixteenth century that human history began to be played out on a global stage. It was then that connections between different parts of the world began to accelerate, not only between Europe and the Americas but also between Europe and China. This is what is revealed by a global history of the sixteenth century, conceived as another way of reading the Renaissance, less Eurocentric and more in tune with our age.

Reimagining Utopias Iveta Silova 2017-07-13 *Reimagining Utopias* explores the shifting social imaginaries of post-socialist transformations to understand what happens when the new and old utopias of post-socialism confront the new and old utopias of social science. This peer-reviewed volume addresses the theoretical, methodological, and ethical dilemmas encountered by researchers in the social sciences as they plan and conduct education research in post-socialist settings, as well as disseminate their research findings. Through an interdisciplinary inquiry that spans the fields of education, political science, sociology, anthropology, and history, the book explores three broad questions: How can we (re)imagine research to articulate new theoretical insights about post-socialist education transformations in the context of globalization? How can we (re)imagine methods to pursue alternative ways of producing knowledge? And how can we navigate various ethical dilemmas in light of academic expectations and fieldwork realities? Drawing on case studies, conceptual and theoretical essays, autoethnographic accounts, as well as synthetic introductory and conclusion chapters by the editors, this book advances an important conversation about these complicated questions in geopolitical settings ranging from post-socialist Africa to Eastern Europe and Central Asia. The contributors not only expose the limits of Western conceptual frameworks and research methods for understanding post-socialist transformations, but also engage creatively in addressing the persisting problems of knowledge hierarchies created by abstract universals, epistemic

difference, and geographical distance inherent in comparative and international education research. This book challenges the readers to question the existing education narratives and rethink taken-for-granted beliefs, theoretical paradigms, and methodological frameworks in order to reimagine the world in more complex and pluriversal ways.

**Avoiding Critical Marketing Errors** Richard D. Czerniawski 2020-03-10 Praise for AVOIDING CRITICAL MARKETING ERRORS: HOW TO GO FROM DUMB TO SMART MARKETING: "Richard is at the very top of the list when it comes to people who can help someone understand how to be a great marketer." Kurt Kane, EVP Chief Concept & Marketing Officer, at The Wendy's Company "Richard reminds us vividly that marketing, now more than ever before, has a critical role to play in generating impact and lasting results." - Didier Devaud, Vice President Global Marketing and Education iTero, Align Technology "AVOIDING CRITICAL MARKETING ERRORS is the de facto tool for all marketers to get smart(er) so they may elevate their business impact!" - Ben Cook, President, Acumen Learning "Experienced or not, this book will sharpen your saw and propel your ability to deliver results." - Lisa Tollman, Executive Director, Amgen OVERVIEW: AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing may offend marketers who don't recognize they can do much more with marketing, and it will probably disturb those who are satisfied with the status quo. Marketing is underutilized and losing its relevance. Ignorance of proven principles and failure to adopt best practices and quality processes is at the root of the decline of marketing's role and relevance in the present era. This decline is exacerbated by marketers not being held accountable or accepting accountability for providing a clear line-of-sight in driving financial outcomes and growing healthy brands. That's not smart. It's dumb marketing! Yet, in today's "age of abundance and sameness," where generally acceptable quality (GAQ) rules, smart marketing is more essential than ever. This book, written by Richard Czerniawski, a veteran career marketer, tackles critical marketing errors, those grave blunders, slip-ups and missteps, both of omission and commission, that not only lead to underperformance but further threaten marketing relevance and undermine brand potential. Importantly, it addresses what all marketers and their organizations need to do to achieve smart marketing, so it matters where it counts: in the marketplace. If you are one of those other marketers and senior managers who recognize they are, and/or marketing is, underutilized—regardless of the current level—and want to improve this situation, then this book will prove invaluable to you. If you are one of these marketers, you will not be offended by the content. Instead, it will provoke your thinking and assist you in your pursuit of achieving marketing excellence. More Praise for AVOIDING CRITICAL MARKETING ERRORS: HOW TO GO FROM DUMB TO SMART MARKETING: "Any smart marketer should read this book – now!" Gilberto Dalesio, Chief Commercial Officer, SIFI "I can attest that Richard's focus on genuine marketing excellence delivers the incremental sales impact, ROI and accountability that everyone in the organization should demand." - Peter Valenti, Division President, Hologic "This is a no-nonsense book with practical advice and plenty of examples on doing smart marketing from a successful, veteran marketer." Santosh Chaturvedi, VP, New Products Planning & Portfolio Strategy, Global Oncology, EMD Serono "This book will make you laugh at outrageous gaffes, wince in recognition of your own mistakes, learn how to avoid marketing traps, and most importantly, put your brand on a bullet train headed straight for brand loyalty." Robin Shapiro, Global President, TBWA/WORLDHEALTH

**Hunch** Bernadette Jiwa 2017-06-06 Where will your next big idea come from? Analyzing hard data? A corporate brainstorming session? Customer focus groups? Or closer to home? Successful people don't wait for proof that their idea will work. They learn to trust their gut and go. In *Hunch*, international bestselling author and business adviser Bernadette Jiwa shows you how to harness the power of your intuition so you can recognize opportunities others miss and create the breakthrough idea the world is waiting for. She explores inspired hunches, from one that led to the launch of the breakout GoldieBlox brand to another that helped a doctor reduce infant mortality rates around the world. Filled with success stories, reflection exercises, and writing prompts, *Hunch* is the indispensable guide to embracing your unique potential and discovering your own winning ideas.

**Transformational Security Awareness** Perry Carpenter 2019-05-03 Expert guidance on the art and science of driving secure behaviors Transformational Security Awareness empowers security leaders with the information and resources they need to assemble and deliver effective world-class security awareness programs that drive secure behaviors and culture change. When all other processes, controls, and technologies fail, humans are your last line of defense. But, how can you prepare them? Frustrated with ineffective training paradigms, most security leaders know that there must be a better way. A way that engages users, shapes behaviors, and fosters an organizational culture that encourages and reinforces security-related values. The good news is that there is hope. That's what Transformational Security Awareness is all about. Author Perry Carpenter weaves together insights and best practices from experts in communication, persuasion, psychology, behavioral economics, organizational culture management, employee engagement, and storytelling to create a multidisciplinary masterpiece that transcends traditional security education and sets you on the path to make a lasting impact in your organization. Find out what you need to know about marketing, communication, behavior science, and culture management Overcome the knowledge-intention-behavior gap Optimize your program to work with the realities of human nature Use simulations, games, surveys, and leverage new trends like escape rooms to teach security awareness Put effective training together into a well-crafted campaign with ambassadors Understand the keys to sustained success and ongoing culture change Measure your success and establish continuous improvements Do you care more about what your employees know or what they do? It's time to transform the way we think about security awareness. If your organization is stuck in a security awareness rut, using the same ineffective strategies, materials, and information that might check a compliance box but still leaves your organization wide open to phishing, social engineering, and security-related employee mistakes and oversights, then you NEED this book.

**The Fortune Cookie Principle** Bernadette Jiwa 2013 "This should be the next book you read. Urgent, leveraged and useful, it will change your business like nothing else." SETH GODIN —Author *The Icarus Deception* It's not how good you are. It's how well you tell your story. Big corporations might have huge marketing and advertising budgets but you've got a story. Your brand story isn't just what you tell people. It's what they believe about you based on the signals your brand sends. The Fortune Cookie Principle is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve. The most successful brands in the world don't behave like commodities and neither should you. A great brand story will make you stand out, increase brand awareness, create customer loyalty and power profits. Isn't it time to give your customers a story to tell? The Fortune Cookie Principle will show you how. ADVANCE PRAISE FOR THE FORTUNE COOKIE PRINCIPLE "It's so easy to overcomplicate what great brands and new businesses need to do to resonate with their consumers. The simple questions asked in this book help you to de-mystify that process. It encourages you to think beyond what you do to why you do it and why that matters to your customers. Had this been available when I was driving Sales and Marketing Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an

entrepreneur I simply apply these principles each and every day." Wendy Wilson Bett—Co-Founder Peter's Yard "Yes, you need a great product, but without a compelling story, success is improbable. The 'Fortune Cookie Principle' is an easy-to-read guide that will help any marketer or business owner begin to ask the right questions about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Let's face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers. This book will give you a new perspective on your marketing, and help you move from talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led economy." Joe Pulizzi—Founder Content Marketing Institute "The wisdom in this book is better than any fortune. Read and apply!" Chris Guillebeau—Author \$100 Startup "This book is an inspiration. Bernadette ignites real-world experience with a true passion for helping businesses move to the next level." Mark Schaefer—Author Return on Influence "Full of inspiring stories about what makes businesses unique (and successful) in today's supersaturated markets." David Airey—Author Work For Money, Design For Love. "If you're someone who cares about why you do what you do and how you do it, this book is for you." Tina Roth Eisenberg—Founder of Tattly

This Book Means Business, Alison Jones 2018-03-23 Discover the writing secrets of some of the world's top business authors. Writing a business book is about so much more than words on a screen: discover how to use the process of writing your book to develop your business, your platform, your network and even yourself. There's no need to wait until your book is published for it to start transforming your business - it all starts here and now.

Black Acting Methods Sharrell Luckett 2016-10-04 Black Acting Methods seeks to offer alternatives to the Euro-American performance styles that many actors find themselves working with. A wealth of contributions from directors, scholars and actor trainers address afrocentric processes and aesthetics, and interviews with key figures in Black American theatre illuminate their methods. This ground-breaking collection is an essential resource for teachers, students, actors and directors seeking to reclaim, reaffirm or even redefine the role and contributions of Black culture in theatre arts.

Why Put a Bow Tie on a Llama? Celia Gaze 2020-01-10 \*\*\*BUSINESS BOOK AWARDS 2021 SHORTLISTED TITLE\*\*\* Stressed and unhappy at work, Celia Gaze thought to herself one day: "Surely there must be more to life than this?" She resigned from her high-powered health management role and started transforming a neglected farm into an award-winning wedding venue. She faced nearly every type of challenge an entrepreneur can face - tribunals, near bankruptcy, court hearings, staff issues, system problems - and survived to tell the tale. But the moment that transformed her business from a struggle to a success was the moment she put a bow tie on a llama. Everyone thought she was crazy - why on earth would you do that? But it turns out that the 'crazy' ideas are often the ones that change your life. This book is a roadmap for uncovering your crazy idea and implementing it. From the pitfalls and problems to the practical details of making your idea happen, this is a roadmap for anyone who wants more out of life.

Reimagining India McKinsey & Company, Inc. 2013-11-19 Reimagining India brings together leading thinkers from around the world to explore the challenges and opportunities faced by one of the most important and least understood nations on earth. India's abundance of life—vibrant, chaotic, and tumultuous—has long been its foremost asset. The nation's rising economy and burgeoning middle class have earned India a place alongside China as one of the world's two indispensable emerging markets. At the same time, India's tech-savvy entrepreneurs and rapidly globalizing firms are upending key sectors of the world economy. But what is India's true potential? And what can be done to unlock it? McKinsey & Company has pulled in wisdom from many corners—social and cultural as well as economic and political—to launch a feisty debate about the future of Asia's "other superpower." Reimagining India features an all-star cast of contributors, including CNN's Fareed Zakaria; Mukesh Ambani, CEO of India's largest private conglomerate; Microsoft founder Bill Gates; Google chairman Eric Schmidt; Harvard Business School dean Nitin Nohria; award-winning authors Suketu Mehta (Maximum City), Edward Luce (In Spite of the Gods), and Patrick French (India: A Portrait); Nandan Nilekani, Infosys cofounder and chairman of the Unique Identification Authority of India; and a host of other leading executives, entrepreneurs, economists, foreign policy experts, journalists, historians, and cultural luminaries. These essays explore topics like the strengths and weaknesses of India's political system, growth prospects for India's economy, the competitiveness of Indian firms, India's rising international profile, and the rapid evolution of India's culture. Over the next decade India has the opportunity to show the rest of the developing world how open, democratic societies can achieve high growth and shared prosperity. Contributors offer creative strategies for seizing that opportunity. But they also offer a frank assessment of the risks that India's social and political fractures will instead thwart progress, condemning hundreds of millions of people to enduring poverty. Reimagining India is a critical resource for readers seeking to understand how this vast and vital nation is changing—and how it promises to change the world around us.

Healing for the Soul Braxton D. Shelley 2021-04-20 Between the first and last words of a black gospel song, musical sound acquires spiritual power. During this unfolding, a variety of techniques facilitate musical and physical transformation. The most important of these is a repetitive musical cycle known by names including the run, the drive, the special, and the vamp. Through its combination of reiteration and intensification, the vamp turns song lyrics into something more potent. While many musical traditions use vamps to fill space, or occupy time in preparation for another, more important event, in gospel, vamps are the main event. Why is the vamp so central to the black gospel tradition? What work-musical, cultural, and spiritual-does the gospel vamp do? And what does the vamp reveal about the transformative power of black gospel more broadly? This book explores the vamp's essential place in black gospel song, arguing that these climactic musical cycles turn worship services into transcendent events. A defining feature of contemporary gospel, the vamp links individual performances to their generic contexts. An exemplar of African American musical practice, the vamp connects gospel songs to a venerable lineage of black sacred expression. As it generates emotive and physical intensity, the vamp helps believers access an embodied experience of the invisible, moving between this world and another in their musical practice of faith. The vamp, then, is a musical, cultural, and religious interface, which gives vent to a system of belief, performance, and reception that author Braxton D. Shelley calls the Gospel Imagination. In the Gospel Imagination, the vamp offers proof that musical sound can turn spiritual power into a physical reality—a divine presence in human bodies.

Re:imagining Change, Patrick Reinsborough 2017-10-01 Re:Imagining Change provides resources, theory, hands-on tools, and illuminating case studies for the next generation of innovative change-makers. This unique book explores how culture, media, memes, and narrative intertwine with social change strategies, and offers practical methods to amplify progressive causes in the popular culture. Re:Imagining Change is an inspirational inside look at the trailblazing methodology developed by the Center for Story-based Strategy over fifteen years of their movement building partnerships. This practitioner's guide is an impassioned call to innovate our strategies for confronting the escalating social and ecological crises of the twenty-first century. This new, expanded second edition includes updated examples from the frontlines of social movements and provides the reader with easy-to-use tools

to change the stories they care about most.

3 Minute Summary of Difference by Bernadette Jiwa. thimblesofplenty thimblesofplenty is a group of friends who also happen to be business people and avid readers. We wanted to keep up with the latest business books but found that time was a factor. So we divided out the work and each of us took a book and summarised it for the others. We thought it might be a great idea to share these summaries with you. For a small price and a 3 minute time investment, our summary gives you some of the wisdom from the book, some food for thought and hopefully the impetus to make some time to read the whole book!

*difference-the-one-page-method-for-reimaginin  
g-your-business-and-reinventing-marketing-  
kindle-edition-bernadette-jiwa*

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