

Platform Get Noticed In A Noisy World

Having a clear, compelling vision--and getting buy-in from your team--is essential to effective leadership. If you don't know where you're going, how on earth will you get there? But how do you craft that vision? How do you get others on board? And how do you put that vision into practice at every level of your organization? In *The Vision Driven Leader*, New York Times bestselling author Michael Hyatt offers six tools for crafting an irresistible vision for your business, rallying your team around the vision, and distilling it into actionable plans that drive results. Based on Michael's 40 years of experience as an entrepreneur and executive, backed by insights from organizational science and psychology, and illustrated by case studies and stories from multiple industries, *The Vision Driven Leader* takes you step-by-step from why to what and then how. Your business will never be the same.

Promote and Sell Your Work! You've written a book, but if it doesn't sell, what's the point? In *Sell Your Book Like Wildfire*, marketing expert Rob Eagar explains how to use the best promotional methods available to get your book noticed and drive sales. You'll learn how to: Increase your book sales by driving readers to bookstores and online retailers Build a brand that makes your books stand out from the crowd Secure more media interviews and speaking engagements Connect with key influencers who spread word of mouth Create raving fans who buzz about your book on social media Ignite your confidence to sell more books and make more money as an author. Whether you're a first-timer or an old-hand, self-published or traditionally published, a novelist or non-fiction writer, this is the only marketing guide you'll ever need.

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. *Hooked* is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. *Hooked* is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

An updated guide to advertising contains in the latest edition coverage of such topics as marketing communications, generating creative ideas, advertising on the Internet, and integrating communications. Reprint. 10,000 first printing.

If you have a business and you want a way to easily raise your profile, promote your brand and effortlessly attract your ideal clients, you need to start being visible! Being visible means being seen, heard and remembered by your target audience and as the largest professional networking platform in the world, there's no better place to make this happen than on LinkedIn. In this book, you will get a step-by-step process on how to use LinkedIn effectively so that you can take advantage of all the opportunities it provides for you to build your business and your brand. You will learn: -How to create a magnetic profile that attracts your ideal clients -Why you should be creating content and how to go about doing this -How to build strong relationships with your network through engagement -Where and how to find and connect with your target audience This book will equip you with the knowledge, tools and confidence you

need to get visible on LinkedIn and master its power of elevating your brand and increasing your income.

Boost productivity, improve time management, and restore your sanity while gaining insight into your unique creative nature and what it needs to thrive. Author Colleen M. Story provides practical, personalized solutions to help writers and other creative artists escape the tyranny of the to-do list to nurture the genius within.

"Lindsay Teague Moreno is one of the smartest, most insightful people I've ever met when it comes to getting noticed. I read this, not just because I wanted to endorse it, but because I needed it. Don't miss this!" - Jon Acuff, New York Times Bestselling Author / Speaker "Lindsay Teague Moreno's Getting Noticed is an inspiring read for anyone looking to be more intentional in social media and get real results. Her kind spirit combined with relentless hustle shines brightly in her candid storytelling, making it clear why she has achieved so much success." - Jessica Turner, Wall Street Journal Bestselling Author of The Fringe Hours Mompreneurs, listen up! You don't have time for another "change everything you're doing on social media and be just like me" book. You need information and you need it fast. Do you want to grow your following, sell more product, and experience the freedom that comes with being your own boss? Getting Noticed isn't the "secret to social media" - it's a no fluff, take charge guide to the way we present ourselves, our business, and connect with customers online. Lindsay Teague Moreno knows the hardcore mom life. In between wash cycles, packing lunches, and balancing a to-do list that would make Santa jealous, she grew a business from nothing into a team of 300,000 people producing over \$15,000,000 each month in just three years. Lindsay knows you don't have time for another book that leaves you with temporary warm fuzzies but no real content to actually building your business. Getting noticed is the first step to entrepreneurial success in our fast-paced, online world. Step up your game. "

The best product or service in the world will never be successful unless its provider knows how to attract enthusiastic customers. Chelsea Green has published numerous books that promote self-sufficiency through independent work. Eliot Coleman inspired a nation of market gardeners with his *New Organic Grower*. Then Lynn Byczynski refined the model of horticultural entrepreneur in *The Flower Farmer*, and Michael Phillips followed suit in *The Apple Grower*. Gene Logsdon's *The Contrary Farmer* provides the tools to make cottage farming economically viable, while in *The Bread Builders*, Daniel Wing and Alan Scott lay the foundation for revival of the village baking tradition. We expect that Shel Horowitz's *Grassroots Marketing: Getting Noticed in a Noisy World* will be welcomed by the organic farmers, solar-energy installers, telecommuters, environmental activists, community gardeners, and straw-bale-house builders of the world. Although he doesn't presume that all of his readers will have embraced the principles of sustainable living, Horowitz's approaches are especially well-matched to the bootstrap businesses and organizations that comprise the new sustainability economy. Horowitz's key assumption is that the diverse entrepreneurs who need this book will have one thing in common—they won't have much money to spend on marketing efforts. His book tells you: How to get more than your money's worth in paid advertising; How to get free ink from the press by turning yourself into news; How to develop a multi-pronged, multi-media strategy just like the big guys (but without big bucks). Originally published as *Marketing Without Megabucks* (Simon & Schuster, 1993), this book has been thoroughly revised, including a major new section on the development that has been the greatest boon ever to the grassroots marketer—the Internet.

In the present book, *How to Win Friends and Influence People*, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the

other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve.

NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. "The gold standard on how to use business as a platform for change at this urgent time."—Ray Dalio, founder of Bridgewater Associates and author of *Principles: Life and Work* What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In *Trailblazer*, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, *Trailblazer* reveals how anyone can become an agent of change. Praise for *Trailblazer* "A guide for what every business and organization must do to thrive in this period of profound political and economic change."—Jamie Dimon, chairman and CEO of JPMorgan Chase "In *Trailblazer*, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change."—Susan Wojcicki, CEO of YouTube

Are you a food producer entrepreneur? Then this book is for you! How did the founders of innocent drinks, G'NOSH and MOMA! beat thousands of other fabulous food entrepreneurs to win a space on supermarket shelves? And once they were there, how did they win the battle to convince sceptical, time-strapped shoppers to try them over more established brands? Tessa Stuart knows how, because she helped them do it. In this practical, inspirational book, she draws on her 15 years in the food industry to reveal a tried and tested set of principles for getting you from idea, to a product on the shelf, and to being THE next household name. "Got a great food or drink product that no one knows about? Need to grow sales? This book will show you how to ROCK your pack's on-shelf impact, to give your business the very best chance of being seen, heard, noticed and bought." Charlotte Knight, founder and owner of G'NOSH Dips Tested and proven, no-nonsense advice on how to navigate risk and succeed in all phases of business ownership—written by Tom Golisano, self-made billionaire and founder of Paychex "Tom Golisano understands what it takes grow and thrive as a business owner at all levels, and *Built, Not Born* is full of practical insights for those who have made or are considering making the leap to starting a new business." - Tom Monaghan, founder, Domino's Pizza Tom Golisano understands the fears, risks, and

challenges small-business owners face every day—he's lived it. He has launched and grown his own highly successful businesses and mentored dozens of entrepreneurs, helping them build their own successful companies. *Built, Not Born* shows readers: How going against the grain can be a great strategy for finding business opportunities and why it pays to question conventional wisdom. Why the pregnant pause can be an effective weapon in negotiations and when interviewing potential employees. Why a prenuptial or even a postnuptial agreement is critical to any business owner. What potential buyers and funding sources look for, and the best way to present a business plan. And finally, the key growth and leadership strategies that have helped Paychex sustain its incredible level of growth and profitability.

This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and “chief” problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? “Adapt or die.” Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, “open management” challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the “Social Generation” of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. *The Open Organization* is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Provide practical tips that help business communicators address basic problems they run into when creating and delivering presentations in a virtual format. Teach proven principles in short, skimmable chapters and sections that are easy for busy managers and professionals to digest and apply in the moment. Create the content foundation for a supplemental training offering from Duarte TBD, which may be an online course OR a series of short virtual workshops with lessons and simple practice activities drawn from each chapter.

Hidden in the enchanting illustrations and story of Merlin and the water-sprite Nimue, is

an intricate puzzle.

#1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. "The kind of book that can be life-changing." —*The New York Times* "Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank." —*USA Today* **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

This volume in the Contemporary Military, Strategic, and Security Issues series presents a concise introduction to the evolution, key concepts, discourse, and future options for improved strategic communication in today's U.S. government.

* Key document excerpts from legislation, proposed legislation, doctrine, reform proposals, and policy documents * A glossary of terms * An annotated bibliography of proposals and recommendations for strategic communication/public diplomacy reform

"Leverage Amazon's famous recommendation engine to take advantage of the various opportunities it provides for exposure. Position your books for discoverability on other sales venues. Minimize the time you spend promoting so you have more time to spend writing. Promote in a cost-effective way that actually works"--

Most business owners are blindly guessing at their social media strategy, and it's costing them time and money. Based on Donald Miller's bestselling book *Building a StoryBrand*, Claire Diaz-Ortiz applies the seven principles of the StoryBrand Framework to help you build an effective, long-lasting social media plan for your brand. *Social Media Success for Every Brand* teaches readers how to incorporate the StoryBrand 7-Part Framework into their social media channels to increase engagement and see better results. Readers will understand exactly what they need to do with their social media to drive growth to their organization through the practical guidance of the five-point SHARE model: **STORY HOW AUDIENCE REACH EXCELLENCE** *Social Media Success for Every Brand* does not require the reader to be familiar with *Building a StoryBrand* but provides enough foundation to prepare the reader for practical success with their social media content. Together with the StoryBrand Framework, Claire's SHARE model will help boost customer engagement and grow the organization's brand awareness and revenues.

Discusses how to create a platform and build an audience using social media technologies.

"Originally published in hardcover in the United States by Alfred A. Knopf, a division of Penguin Random House LLC, New York, in 2016."-- Title page verso. Michel is a civil-servant at the Ministry of Culture. When his father is murdered, Michel takes a leave of absence to go on a package tour to Thailand. Infuriated by the shallow hypocrisy and mediocrity of his fellow travellers, only the awkward Valerie attracts his attention. Too bashful to pursue her, Michel prefers the uncomplicated pleasures of Thai massage parlours and sex with local women. Back in Paris, he calls Valerie and they plunge into a passionate affair, which strays into S&M, partner-swapping and sex in public. Michel quits his job, and tries to help Valerie and her boss, Jean-Yves, in their ailing travel business, by offering travel packages based on sex tourism in the third world. When their project comes to fruition and the three return to Thailand, Michel discovers that sex is neither the most consuming nor the most dangerous of human passions... If you've ever struggled to find something with SharePoint you'll appreciate the highly visual step-by-step nature that the SharePoint Shepherd's Guide uses. You will be able to find and use all of the common features that every user needs. With over 116 tasks you'll find what you need. Find out more about the book and see samples at <http://www.sharepointshepherd.co>

Artificial intelligence-enabled digital platforms collect and process data from and about users. These companies are largely self-regulating in Western countries. How do economic theories explain the rise of a very few dominant platforms? Mansell and Steinmueller compare and contrast neoclassical, institutional and critical political economy explanations. They show how these perspectives can lead to contrasting claims about platform benefits and harms. Uneven power relationships between platform operators and their users are treated differently in these economic traditions. Sometimes leading to advocacy for regulation or for public provision of digital services. Sometimes indicating restraint and precaution. The authors challenge the reader to think beyond the inevitability of platform dominance to create new visions of how platforms might operate in the future. Becoming a writer begins with a simple but important belief: You are a writer; you just need to write. In "You Are a Writer," Jeff Goins shares his own story of self-doubt and what it took for him to become a professional writer. He gives you practical steps to improve your writing, get published in magazines, and build a platform that puts you in charge. This book is about what it takes to be a writer in the 21st Century. You will learn the importance of passion and discipline and how to show up every day to do the work. Here's what else you will learn: -How to transition from wanting to be a writer to actually being one -What "good" writing is (and isn't) -How to stop waiting to be picked and finally choose yourself -What it takes to build a platform -Why authors need to brand themselves (and how to do it) -Tips for freelancing, guest blogging, and getting published in magazines -Different ways to network with other writers, artists, and influencers -The importance of blogging and social media and how to use it well to find more readers and fans of your writing "You Are a Writer" will help you fall back in love with writing and build an audience who shares your love. It's about living the dream of a life dedicated to words. AND IT ALL BEGINS WITH YOU. Table of Contents Introduction Part 1: Writing You ARE a Writer: Claiming the Title Writers Write The Myth of Good It Gets Tough Part 2: Getting Read Three Tools Every Writer Needs You Need a Platform Your Brand is You

Channels of Connection Part 3: Taking Action Getting Started Before Your First Book When the Pitching Ends What Next?

Woodblock prints, essays, and translations scratch to light the secret lives of Japan's mythological felines.

"When Blake Wilson bought a Batman mask on a whim while shopping with his kids, he had no idea that the short video he filmed of himself wearing it on his way home would be viewed by millions and launch the start of an alter ego: BatDad. Soon, Blake was using Batman's gruff voice and nihilistic outlook to dispense parental advice on everything from nose-picking to homework in videos that attracted a massive following and global media attention. In BatDad, he'll offer that same style of advice through photos that capture the spirit and humor of the videos. Much like the bestselling Darth Vader and Son, BatDad's gifty package will be perfect for Father's Day and those everyday superheroes--aka parents--everywhere!"--

Publish like a pro and start building your audience today with the most comprehensive guide on the market. Packed with practical, actionable advice, this brand new fourth edition of Let's Get Digital delivers the very latest best practices on publishing your work and finding readers. · Boost your writing career with marketing strategies that are proven to sell more books. · Get expert tips on platform building, blogging and social media. · Discover which approaches are best for selling fiction vs. non-fiction. · Implement powerful ways to make your ebooks more discoverable. · Increase your visibility by optimizing keywords and categories. · Weigh the pros and cons of Kindle Unlimited, and find out exactly how to tweak your promotional plans depending on whether you stay exclusive to Amazon or opt for wider distribution. And that's just for starters...

There once was a kingdom with a wise King named Lyle who ran into trouble when a large purple dragon came in broad daylight and robbed the royal food wagons. A tale of learning to trust God no matter what happens in life.

This valuable practical manual is a road map that guides young architects trying to build a practice through the vicissitudes of their first five business years. It is based on a combination of updated material from a number of issues of Wonderland magazine.

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations. We all want to live a life that matters. We all want to reach our full potential. But too often we find ourselves overwhelmed by the day-to-day. Our big goals get pushed to the back burner--and then, more often than not, they get forgotten. New York Times bestselling author Michael Hyatt wants readers to know that it doesn't have to be this way. In fact, he thinks that this is the year readers can finally close the gap between reality and their dreams. In *Your Best Year Ever*, Hyatt shares a powerful, proven, research-driven system for setting and achieving goals. Readers learn how to design their best year ever in just five hours - three simple ways to triple the likelihood of achieving their goals - how to quit-proof their goals - what to do when they feel stuck - and much more Anyone who is tired of not seeing progress in their personal, intellectual, business, relationship, or financial goals will treasure the field-tested wisdom found in these pages.

Everyone gets 168 hours a week, but it never feels like enough, does it? Work

gobbles up the lion's share--many professionals are working as much as 70 hours a week--leaving less and less for rest, exercise, family, and friends. You know, all those things that make life great. Most people think productivity is about finding or saving time. But it's not. It's about making our time work for us. Just imagine having free time again. It's not a pipe dream. In *Free to Focus*, New York Times bestselling author Michael Hyatt reveals to readers nine proven ways to win at work so they are finally free to succeed at the rest of life--their health, relationships, hobbies, and more. He helps readers redefine their goals, evaluate what's working, cut out the nonessentials, focus on the most important tasks, manage their time and energy, and build momentum for a lifetime of success. Great leaders are driven to win. Yet career wins can come at great cost to your health, relationships, and personal well-being. Why does it seem impossible to both win at work and succeed at life? Michael Hyatt and Megan Hyatt Miller know we can do better because he's seen it in his more than four decades as a successful executive and a loving and present husband and father. Today Michael and his daughter, Megan Hyatt Miller, coach leaders to live the double win. Backed by scholarly research from organizational science and psychology, and illustrated with eye-opening case studies from across the business spectrum and their own coaching clients. *Win at Work and Succeed at Life* is their manifesto on how you can achieve work-life balance and restore your sanity. With clarity, humor, and plenty of motivation, *Win at Work and Succeed at Life* gives you - an understanding of the historical and cultural forces that have led to overworking - 5 principles to rethink work and productivity from the ground up - simple but proven practices that enable you to slow down and reclaim your life - and more Refuse the false choice of career versus family. You can achieve the double win in life.

Michael Hyatt, one of the top business bloggers in the world, provides down-to-earth guidance for building and expanding a powerful platform. To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice. In *Platform*, Hyatt will teach readers not only how to extend their influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies easy-to-replicate formulas practical tips Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed—and win big!—in an increasingly noisy

world.

A former divorce attorney lays out the hidden benefits of staying together, whether you're frustrated with your marriage, on the brink of giving up completely, or simply want to strengthen your relationship to withstand the inevitable hard times. "Toni Nieuwhof is the guide you've been waiting for. Deeply wise, genuinely empathetic, and uncommonly insightful, Toni is a fresh voice with tried and true experience that offers a proven roadmap."—Ann Voskamp, New York Times bestselling author of *The Broken Way* and *One Thousand Gifts* If you've ever wanted to say, "I can't do this anymore!" out of frustration with your marriage, you're definitely not alone. In this practical and insightful guide, former divorce attorney Toni Nieuwhof shows that even if you feel disconnected or stuck in your troubled marriage—and worry about its impact on your kids—there is a way forward. *Before You Split* helps you find what you really want from your marriage and how to move forward to a better future by:

- seeing yourself and your spouse more clearly
- dealing with unrealistic expectations
- empowering you with constructive ways to respond to difficult emotions
- engaging the power of forgiveness
- increasing your peacemaking skills
- advancing your journey of personal growth

Even if it feels like it's over, it's not too late. Change takes place one step at a time. *Before You Split* will help you make choices with your eyes wide open.

**** A New York Times Bestseller ** NAMED ONE OF THE BEST BOOKS OF THE YEAR BY:** Time • The New Yorker • NPR • GQ • Elle • Vulture • Fortune • Boing Boing • The Irish Times • The New York Public Library • The Brooklyn Public Library "A complex, smart and ambitious book that at first reads like a self-help manual, then blossoms into a wide-ranging political manifesto."—Jonah Engel Bromwich, The New York Times Book Review One of President Barack Obama's "Favorite Books of 2019" Porchlight's Personal Development & Human Behavior Book of the Year In a world where addictive technology is designed to buy and sell our attention, and our value is determined by our 24/7 data productivity, it can seem impossible to escape. But in this inspiring field guide to dropping out of the attention economy, artist and critic Jenny Odell shows us how we can still win back our lives. Odell sees our attention as the most precious—and overdrawn—resource we have. And we must actively and continuously choose how we use it. We might not spend it on things that capitalism has deemed important ... but once we can start paying a new kind of attention, she writes, we can undertake bolder forms of political action, reimagine humankind's role in the environment, and arrive at more meaningful understandings of happiness and progress. Far from the simple anti-technology screed, or the back-to-nature meditation we read so often, *How to do Nothing* is an action plan for thinking outside of capitalist narratives of efficiency and techno-determinism. Provocative, timely, and utterly persuasive, this book will change how you see your place in our world.

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