

Power Up How Smart Women Win In The New Economy

Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a technological device that will allow her to speak for the first time.

In a life filled with meaning and accomplishment, Michelle Obama has emerged as one of the most iconic and compelling women of our era. As First Lady of the United States of America, she helped create the most welcoming and inclusive White House in history. With unerring honesty and lively wit, she describes her triumphs and her disappointments, both public and private.

Do you want more visibility and recognition at work? Are you looking to boost your confidence and motivation? Are you struggling to get your voice heard? You are not alone. Over the last 25 years, Antoinette Dale Henderson has coached thousands of women at all stages of their career on confidence, communication and assertiveness. Wherever you see yourself, whether that's starting out, managing or leading teams, returning to work or changing direction, she can get you there with her unique 6-step Power Up Model. This tried-and-tested approach focuses on key areas that will guarantee success and ensure you never get walked over, talked over or passed over again, Supercharge your career: clarify your purpose, solidify your goals and boost your resilience Define your roadmap: kick start your progress through easily achievable steps Get your voice heard:

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get the confidence to speak up and stand out from the crowd Antoinette Dale Henderson is an award-winning speaker, executive coach and founder of the Gravitass Programme, a leadership development course which has inspired thousands of managers, leaders and business owners to communicate with credibility and fulfil their career potential.

With empowering insights to help women navigate the narrowest corridors of sexism, tech-industry pioneer Magdalena Yesil shares on-the-ground career advice that is as powerful as any MBA Pioneering Silicon Valley entrepreneur and investor Magdalena Yesil came to the United States in 1976 with two suitcases and \$43, blind to the challenges she would face as a woman and immigrant in Silicon Valley. Today, she is best known as the first investor and a founding board member of Salesforce, the now-multibillion dollar company that ushered in the era of cloud-based computing. In *Power Up: How Smart Women Win in the New Economy*, Yesil urges women to look beyond the alarming gender statistics of the workplace and feel confident entering tech or any field-but also to be prepared to deal with the challenges. She shares what she experienced as a woman in Silicon Valley with surprising candor and heart, relying not just on her insight but that of more than a dozen top women entrepreneurs to offer pragmatic takeaways on topics such as:

- Owning career choices while managing risk
- Getting credit for your work
- Managing sexual dynamics
- Recruiting allies in the movement toward a supportive workplace for everyone

Pragmatic, incisive, and full of highly actionable advice,

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Yesil prepares ambitious women to break glass ceilings and rise to the top in the New Silicon Valley -- and beyond.

From microaggressions to the wage gap, *The Memo* empowers women of color with actionable advice on challenges and offers a clear path to success. Most business books provide a one-size-fits-all approach to career advice that overlooks the unique barriers that women of color face. In *The Memo*, Minda Harts offers a much-needed career guide tailored specifically for women of color. Drawing on knowledge gained from her past career as a fundraising consultant to top colleges across the country, Harts now brings her powerhouse entrepreneurial experience as CEO of *The Memo* to the page. With wit and candor, she acknowledges "ugly truths" that keep women of color from having a seat at the table in corporate America. Providing straight talk on how to navigate networking, office politics, and money, while showing how to make real change to the system, *The Memo* offers support and long-overdue advice on how women of color can succeed in their careers. Millions of women are launching online businesses. *Power Up for Profits* is the first book written exclusively for women who want to leverage the power of the Internet to reach a global audience and build a successful business with integrity, heart, and massive success. Kathleen Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's taught thousands her internet marketing methods in seminars

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and trainings. For the first time, Gage's signature tips and techniques are organized into one easy to read book. Filled with step-by-step instructions, entertaining stories, and the heart centered business acumen women crave, Power Up for Profits includes state of the art information on blogging and social media website creation and traffic generation joint ventures and affiliate partnerships packaging information in products and services marketing strategy specifically for women entrepreneurs If you relish the thought of how the Internet can help you share your message with the world, create a profitable business, and enjoy the freedom of entrepreneurship, Power Up for Profits is the book for you. "Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)." Suzanne Evans - Suzanne Evans Coaching "Follow these simple steps and become the successful, prosperous, and happy business owner you are meant to be!" Janet Bray Attwood - New York Times Bestselling Author - The Passion Test "Simply enlightening...gives you a step-by-step process to create a great big beautiful impact for your clients... and in your bank account, too. Read it!" Dr. Joe Vitale - Bestselling author - Hypnotic Writing "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice and watch your profits soar." Peggy McColl - New York

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Times Bestselling Author - Dynamic Destinies Inc. "For the first time, a book outlines in simple, easy-to-understand, and usable terms, the most powerful yet overlooked combination of true spiritual principles and sound marketing strategies." Eva Gregory - Leading Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a perfect - and profitable - expression of YOU!" Kendall SummerHawk - International Association of Women in Coaching

No one can successfully achieve goals and new objectives, provide outstanding service, engage in exceptional teamwork, make change in their community or lead other people without personal accountability. After decades of working with organisations and individuals, John G. Miller knows that the troubles that plague them cannot be solved by pointing fingers and blaming others. Rather, the real solutions are found when each of us recognizes the value of our own accountability. In this book, Miller explains how negative, ill-focused questions like "Who dropped the ball?" harm rather than help. Conversely, when we begin to ask better questions - QBQs, questions behind the questions - and to see power in ourselves, then our lives and organisations are transformed. Succinct, insightful and practical, this book provides the tools for putting personal accountability into daily action, with astonishing results.

What would happen if women suddenly possessed a fierce new power? "The Power is our era's The Handmaid's Tale." --Ron Charles, Washington Post

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****WINNER OF THE BAILEYS WOMEN'S PRIZE FOR FICTION**** One of the New York Times's Ten Best Books of the Year One of President Obama's favorite reads of the Year A Los Angeles Times Best Book of the Year One of the Washington Post's Ten Best Books of the Year An NPR Best Book of the Year One of Entertainment Weekly's Ten Best Books of the Year A San Francisco Chronicle Best Book of the Year A Bustle Best Book of the Year A Paste Magazine Best Novel of the Year A New York Times Book Review Editors' Choice An Amazon Best Book of the Year "Alderman's writing is beautiful, and her intelligence seems almost limitless. She also has a pitch-dark sense of humor that she wields perfectly." --Michael Schaub, NPR In **THE POWER**, the world is a recognizable place: there's a rich Nigerian boy who lounges around the family pool; a foster kid whose religious parents hide their true nature; an ambitious American politician; a tough London girl from a tricky family. But then a vital new force takes root and flourishes, causing their lives to converge with devastating effect. Teenage girls now have immense physical power--they can cause agonizing pain and even death. And, with this small twist of nature, the world drastically resets. From award-winning author Naomi Alderman, **THE POWER** is speculative fiction at its most ambitious and provocative, at once taking us on a thrilling journey to an alternate reality, and exposing our own world in bold and surprising ways.

Confident in learning. Confidence in life. Power Up is a brand new course from the bestselling author team of Caroline Nixon and Michael Tomlinson. It provides

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the perfect start to life's great adventure, creating 'future ready' learners who embrace life with confidence. Meet vibrant characters who students will love; foster collaboration through real-world missions; deepen learners' social and cognitive skills; explore embedded exam preparation; and expand the skill-set ensuring everyone reaches their full potential.

YOU ARE A SMART WOMAN, BUT DO YOU STILL:
—Feel you're too busy to invest your money? —Rely on someone else to deal? —Get bored by financial talk? —Think that investing is something only men do? —Worry you're not smart enough? **THINK AGAIN.** Women have made strides in so many areas and yet we still have a blind spot when it comes to managing our money. Why? A myriad of factors cause women to earn less than men over a lifetime, making it all the more imperative that we make the money we do have work for us as much as possible. And here's a reality check: as many as nine out of ten of us will have to manage our finances and those of our family at some point in our lives. And a lot of us think that means keeping our money "safe" in savings accounts, and not investing it. But not doing so has an opportunity cost that will lead to opportunities lost—the ability to pay for a college education, own a home, change careers to pursue a dream, or retire. Alice Finn wants to change how you think about your money, no matter how much or little

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you have. In *Smart Women Love Money*, Finn paves the way forward by showing you that the power of investing is the last frontier of feminism. Drawing on more than twenty years of experience as a successful wealth management adviser, Finn shares five simple and proven strategies for a woman at any stage of her life, whether starting a career, home raising children, or heading up a major corporation. Finn's Five Life-changing Rules of Investing will secure your financial future: 1. Invest in Stocks for the Long Run: Get the magic of compounding working for you, starting now. 2. Allocate your Assets: Strategize your investing to get the most of your returns. 3. Implement with Index Funds: Take advantage of "passive" investing with simple, low-cost, and diverse funds. 4. Rebalance Regularly: Sell high and buy low without much effort, to keep you on track toward your goals. 5. Keep Your Fees Low: Uncover hidden fees so you don't lose half of your wealth to Wall Street. Finn will also provide the tools you need to achieve long-term success no matter what the markets are doing or what the headlines say. So even in the face of uncertainty—such as the possible dumping of the fiduciary rule (requiring financial advisers to act in their client's best interests) by the Trump administration—*Smart Women Love Money* will help you protect yourself and all of your assets for your future. Whether you have \$10, \$10,000, or more, it's time to get smart

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about your money.

The founder of Girls in Tech offers first-hand accounts of the realities of startup life, with the very best advice from top women entrepreneurs You know startups are hard, but what is it like to fail, or have a falling out with your co-founder, or to go through hundreds of pitches in an effort get funded? In Tech Boss Lady, Adriana Gascoigne dives into the gritty, raw side of startups. She shares her own story - of defying Silicon Valley's boy's club and founding the largest organization for female entrepreneurs in the world - as well as candid true tales from more than 20 leading women in tech. The result: a no-nonsense guide for the entrepreneur, intrapreneur and Tech Boss Lady within each of us. Gascoigne goes behind the scenes of some of Silicon Valley's hottest brands to discuss topics like failure, funding, growth hacking, and what it's like to be a first-time CEO. Rising entrepreneurs will find inspiration and actionable advice, and experienced tech employees will appreciate Gascoigne's refreshingly real take on Silicon Valley: the good, the bad, the ugly, and ultimately-the hopeful.

Foreword by Violette de Ayala, International Bestselling Author of The Self Guided Guru and Founder of FemCity with 25,000 women reached world wide. Violette has been featured in People, InStyle, Real Simple, and Marie Claire Magazines. Women Let's Rise empowers women from all walks

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of life to live to her highest potential and to share impact with the world through leadership. Whether you are an ambitious entrepreneur in your twenties, a stay at home mom in your forties, or a tech savvy grandmother in your sixties, women of all generations from all corners of the world have the power to affect positive change with those around us by sharing our best authentic selves. This moving collection of personal journeys, insights, and wisdom encourages women to use their natural talents of self-reflection, connection, and collaboration to influence and inspire. Working towards a world where women are fully valued for their energy and contribution, Women Let's Rise aims to ignite the fire within every woman to power up, step out, and empower the world with her presence.

Although women drive some 80 percent of all buying decisions, only a few companies have learned to refocus on women and achieve stunning results. Case studies on McDonald's, Kodak, Swiffer, DeBeers', Nike, Home Depot, Levitra, and Cialis are included.

"Alpha Girls is reporter Julian Guthrie's powerful account of five women pioneers in the field of venture capital who bucked the system and found ways to survive and thrive in the cutthroat, high-stakes, male-dominated world of Silicon Valley"--Provided by publisher.

The bestselling classic that redefined our view of the

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

In the ruins of civilization, a young girl's kindness and capacity for love will either save humanity -- or wipe it out in this USA Today bestselling thriller Joss Whedon calls "heartfelt, remorseless, and painfully human." Melanie is a very special girl. Dr Caldwell calls her "our little genius." Every morning, Melanie waits in her cell to be collected for class. When they come for her, Sergeant keeps his gun pointed at her while two of his people strap her into the wheelchair. She thinks they don't like her. She jokes that she won't bite, but they don't laugh. *The Girl With All the Gifts* is a genre-defying, emotionally charged thriller that will shatter your expectations of the classic zombie novel. For more from M. R. Carey, check out: *Someone Like Me* *Fellside* *The Boy on the Bridge* By the same author, writing as Mike Carey: *The*

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Devil You Know Vicious Circle Dead Men's Boots Thicker Than Water The Naming of the Beasts The surprising, often fiercely feminist, always fascinating, yet barely known, history of home economics. The term “home economics” may conjure traumatic memories of lopsided hand-sewn pillows or sunken muffins. But common conception obscures the story of the revolutionary science of better living. The field exploded opportunities for women in the twentieth century by reducing domestic work and providing jobs as professors, engineers, chemists, and businesspeople. And it has something to teach us today. In the surprising, often fiercely feminist and always fascinating *The Secret History of Home Economics*, Danielle Dreilinger traces the field’s history from Black colleges to Eleanor Roosevelt to Okinawa, from a Betty Crocker brigade to DIY techies. These women—and they were mostly women—became chemists and marketers, studied nutrition, health, and exercise, tested parachutes, created astronaut food, and took bold steps in childhood development and education. Home economics followed the currents of American culture even as it shaped them. Dreilinger brings forward the racism within the movement along with the strides taken by women of color who were influential leaders and innovators. She also looks at the personal lives of home economics’ women, as they chose to be single, share lives with other

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women, or try for egalitarian marriages. This groundbreaking and engaging history restores a denigrated subject to its rightful importance, as it reminds us that everyone should learn how to cook a meal, balance their account, and fight for a better world.

A new kind of manifesto for the working woman, with tips on building wealth and finding balance, as well as inspiration for harnessing the freedom and power that comes from a breadwinning mindset. Nearly half of working women in the United States are now their household's main breadwinner. And yet, the majority of women still aren't being brought up to think like breadwinners. In fact, they're actually discouraged--by institutional bias and subconscious beliefs--from building their own wealth, pursuing their full earning potential, and providing for themselves and others financially. The result is that women earn less, owe more, and have significantly less money saved and invested for the future than men do. And if women do end up the main breadwinners, they've been conditioned to feel reluctant and unprepared to manage the role. In *Think Like a Breadwinner*, financial expert Jennifer Barrett reframes what it really means to be a breadwinner. By dismantling the narrative that women don't--and shouldn't--take full financial responsibility to create the lives they want, she reveals not only the importance of women building their own wealth, but also the freedom and

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power that comes with it. With concrete practical tools, as well as examples from her own journey, Barrett encourages women to reclaim, rejoice in, and aspire to the role of breadwinner like never before. THE GIRL POWER GUIDEBOOK, together with the Girl Power Journal complete the now-famous life-changing empowerment program for girls (8 to 13) which includes life skills, fitness, positive thinking, creativity, and fun. Girls get excited about being strong, self-confident, independent, and healthy, with the tools they to succeed.

The companion to the popular and award-winning A Hundred Billion Trillion Stars. This captivating and educational picture book from Seth Fishman and Isabel Greenberg introduces young readers to basic facts about energy and the human body. Fun, informative and accessible, Power Up is perfect for classroom and family sharing. A great title to read along with Andrea Beaty's Ada Twist, Scientist and Oliver Jeffers's Here We Are. Did you know there is enough energy in your pinkie finger to power an entire city? And that everything you do--running, jumping, playing, and exploring--uses that same energy inside of you? In the companion to the acclaimed A Hundred Billion Trillion Stars, Seth Fishman and Isabel Greenberg explore the relationship between energy and the human body, breaking down complicated concepts into small, child-friendly segments. Seth Fishman's playful text

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explores the science behind the most energetic kids, while Isabel Greenberg's vibrant illustrations offer plenty for children to explore in multiple readings. Ideal for curious kids and classroom learning, this engaging book is for fans of Elin Kelsey's *You Are Stardust* and John Scieszka's *Science Verse*. This nonfiction picture book is an excellent choice to share during homeschooling, in particular for children ages 4 to 6. It's a fun way to learn to read and as a supplement for activity books for children.

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

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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 "A ... story about a woman caught between many truths. An interpreter has come to The Hague to escape New York and work at the International Court. A woman of many languages and identities, she is looking for a place to finally call home. She's

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drawn into simmering personal dramas: her lover, Adriaan, is separated from his wife but still entangled in his marriage. Her friend Jana witnesses a seemingly random act of violence, a crime the interpreter becomes increasingly obsessed with as she befriends the victim's sister. And she's pulled into explosive political fires: her work interpreting for a former president accused of war crimes becomes precarious as their relationship is unbound by shifting language and meaning. This woman is the voice in the ear of many, but what command does that give her, and how vulnerable does that leave her? Her coolly impassioned views on power, love, and violence, are tested, both in her personal intimacies and in her role at the Court. She is soon pushed to the precipice, where betrayal and heartbreak threaten to overwhelm her; it is her drive towards truth, and love, that throws into stark relief what she wants from her life"--

In the time of the #MeToo and #TimesUp movement, international bestselling author and leading global expert on mental strength Amy Morin turns her focus to feminism, explaining what it means—and what it takes—to be a mentally strong woman. The emergence of the #MeToo and #TimesUp movements have awakened society and encouraged women to find their voice and claim their power. But to do this, women must learn to improve their own mental strength. Contending with a host of difficult

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issues—from sexual assault on college campuses, to equal pay and pay gaps, to mastering different negotiation styles—demands psychological toughness. In this crucial book, prominent psychotherapist and licensed clinical social worker Amy Morin gives women the techniques to build mental muscle—and just as important, she teaches them what not to do. What does it mean to be a mentally strong woman? Delving into critical issues like sexism, social media, social comparison, and social pressure, Amy addresses this question and offers thoughtful, intelligent advice, practical tips, and specific strategies and combines them with personal experiences, stories from former patients, and both well-known and untold examples from women from across industries and pop culture. Throughout, she explores the areas women—and society at large—must focus on to become (and remain) mentally strong. Amy reveals that healthy, mentally tough women don't insist on perfection; they don't compare themselves to other people; they don't see vulnerability as a weakness; they don't let self-doubt stop them from reaching their goals. Wise, grounded, and essential, *13 Things Mentally Strong Women Don't Do* can help every woman flourish—and ultimately improve our society as well. *Power Up Power Down* offers solutions for women and minorities feeling overlooked, dismissed, frustrated, and undervalued in the workplace.

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Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In *How Big Is Your God?* Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God.

Data is fundamental to the modern world. From economic development, to healthcare, to education and public policy, we rely on numbers to allocate resources and make crucial decisions. But because so much data fails to take into account gender, because it treats men as the default and women as atypical, bias and discrimination are baked into our systems. And women pay tremendous costs for this bias, in time, money, and often with their lives. Celebrated feminist advocate Caroline Criado Perez investigates shocking root cause of gender inequality and research in *Invisible Women*, diving into women's lives at home, the workplace, the public square, the doctor's office, and more. Built on hundreds of studies in the US, the UK, and around the world, and written with energy, wit, and sparkling intelligence, this is a groundbreaking, unforgettable exposé that will change the way you look at the world.

Far more affordable than similar reading and phonics programs, this streamlined book is intended as a student edition, with some resource pages and help pages for teachers, homeschool instructors, and parents. Just a few minutes a day can help remediate or teach a child to read! Power Up Reading is an 8-step reading skills program with 100 skills practice forms that can be used for remediation or the building of language skills in first-time learners. Choose to

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practice any or all of the skills below. However, it is suggested to start with the Power Up Alphabet first, and as those skills are mastered, move on to the Power Up Consonants and Power Up Vowels. As students progress, they will become ready for Power Up Blends, Power up Stretchers, and Power Up Sight Words. Finally, they should be able to master the content within Power Up Phrases and Power Up Fluency Passages."

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

There comes a time in all women's lives when they feel they can't face one more challenge, setback, or issue of concern that keeps them from achieving the life they truly deserve and want. These are challenging times, and there has never been a more complex moment in history to be a woman. Barriers are being broken, and glass ceilings are being shattered; however, too many women are still being left behind. But

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even with the chaos and confusion that ensues, hope and opportunity abound, and that is where Power Up, Super Women comes in. Within the pages of Power Up, Super Women, authors from across the globe share their messages of hope and empowerment. These authors are women who faced adversity, failure, sickness, disappointment, and hurt. Whether the stories are about illness, divorce, domestic violence, diversity, child birthing, climbing the corporate ladder, depression, and more, the authors leave the reader with a sense of inspiration and hope as well as the desire to rise up with the courage to face whatever it is life has in store. All over the world, women are taking the initiative and letting their voices be heard. In this day of the #MeToo movement, this book, Power Up, Super Women, is an awesome compliment to the philosophy that now is the time to step out of your comfort zone to pursue your passion, purpose, and POWER. It's time to "Power Up, Super Women"

NEW YORK TIMES BESTSELLER • The author of The Power of Habit and “master of the life hack” (GQ) explores the fascinating science of productivity and offers real-world takeaways to apply your life, whether you’re chasing peak productivity or simply trying to get back on track. “Duhigg melds cutting-edge science, deep reporting, and wide-ranging stories to give us a fuller, more human way of thinking about how productivity actually happens.”—Susan Cain, author of Quiet In The Power of Habit, Pulitzer Prize–winning journalist Charles Duhigg explained why we do what we do. In Smarter Faster Better, he applies the same relentless curiosity and rich storytelling to how we can improve at the things we do. At the core of Smarter Faster Better are eight key concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings

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in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this book reveals that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways. Smarter Faster Better is a story-filled exploration of the science of productivity, one that can help us learn to succeed with less stress and struggle—and become smarter, faster, and better at everything we do. Power Up How Smart Women Win in the New Economy Seal Press

America's Women tells the story of more than four centuries of history. It features a stunning array of personalities, from the women peering worriedly over the side of the Mayflower to feminists having a grand old time protesting beauty pageants and bridal fairs. Courageous, silly, funny, and heartbreaking, these women shaped the nation and our vision of what it means to be female in America. By culling the most fascinating characters -- the average as well as the celebrated -- Gail Collins, the editorial page editor at the New York Times, charts a journey that shows how women lived, what they cared about, and how they felt about marriage, sex, and work. She begins with the lost colony of Roanoke and the early southern "tobacco brides" who came looking for a husband and sometimes -- thanks to the stupendously high mortality rate -- wound up marrying their way through three or four. Spanning wars, the pioneering days, the fight for suffrage, the Depression, the era of Rosie the Riveter, the civil rights movement, and the feminist rebellion of the 1970s, America's Women describes the way women's lives were altered by dress fashions, medical advances, rules of hygiene, social theories about sex and courtship, and the ever-changing attitudes toward education, work, and politics.

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While keeping her eye on the big picture, Collins still notes that corsets and uncomfortable shoes mattered a lot, too.

"The history of American women is about the fight for freedom," Collins writes in her introduction, "but it's less a war against oppressive men than a struggle to straighten out the perpetually mixed message about women's roles that was accepted by almost everybody of both genders." Told chronologically through the compelling stories of individual lives that, linked together, provide a complete picture of the American woman's experience, *America's Women* is both a great read and a landmark work of history.

An updated edition of the Sunday Times Bestseller Britain's best-known classicist Mary Beard, is also a committed and vocal feminist. With wry wit, she revisits the gender agenda and shows how history has treated powerful women. Her examples range from the classical world to the modern day, from Medusa and Athena to Theresa May and Hillary Clinton. Beard explores the cultural underpinnings of misogyny, considering the public voice of women, our cultural assumptions about women's relationship with power, and how powerful women resist being packaged into a male template. A year on since the advent of #metoo, Beard looks at how the discussions have moved on during this time, and how that intersects with issues of rape and consent, and the stories men tell themselves to support their actions. In trademark Beardian style, using examples ancient and modern, Beard argues, 'it's time for change - and now!' From the author of international bestseller *SPQR: A History of Ancient Rome*.

From the founder of the influential website Career Contessa, an invaluable career resource for women

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feeling stuck or unfulfilled that combines actionable advice, learning tools to make impactful life changes, and an in-depth discussion of how to build a meaningful career on your terms. With her popular website Career Contessa, Lauren McGoodwin built an audience of ambitious, professional, millennial women who thought they did everything right—they got the degree, the internship, and even the promotion—but still wondered why they felt stuck and unfulfilled. The first site of its kind to focus on the unique, complex aspects of women's careers, Career Contessa offers women the smart advice they deserve, in a voice that resonates. Drawing on the insights and lessons developed from Career Contessa, *Power Moves* is the essential handbook that helps professional women truly feel understood so they can bypass perfection and planning and head straight to evolving. McGoodwin addresses young professionals' number-one concern: career transitions and growth, and engages them with specific goals, including: What is a Power Move and why they matter Cutting out comparison, shame, and self-loathing How to abandon the elusive “dream job” Embracing your inner questioner, your inner quester, and your inner-quitter Making money moves and taking control of your financial future Tuning out from the noise and tuning into your voice *Power Moves* is filled with the information, guidance, advice, and essential tools, (including helpful graphics) that can help women take decisive, bold steps without self-doubt and fear, *Power Moves* shows women how to build a successful career on their own terms. "Blazingly original, wry, and perfectly attuned to the

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oddness—and the profundity—of life” (Cristina Henríquez), Claire Luchette's debut, *Agatha of Little Neon*, is a novel about yearning and sisterhood, figuring out how you fit in (or don't), and the unexpected friends who help you find your truest self. Agatha has lived every day of the last nine years with her sisters: they work together, laugh together, pray together. Their world is contained within the little house they share. The four of them are devoted to Mother Roberta and to their quiet, purposeful life. But when the parish goes broke, the sisters are forced to move. They land in Woonsocket, a former mill town now dotted with wind turbines. They take over the care of a halfway house, where they live alongside their charges, such as the jawless Tim Gary and the headstrong Lawnmower Jill. Agatha is forced to venture out into the world alone to teach math at a local all-girls high school, where for the first time in years she has to reckon all on her own with what she sees and feels. Who will she be if she isn't with her sisters? These women, the church, have been her home. Or has she just been hiding?

Disarming, delightfully deadpan, and full of searching, Claire Luchette's *Agatha of Little Neon* offers a view into the lives of women and the choices they make.

Equip the next generation of scientists with a brand new series from Chris Ferrie, the #1 science author for kids! Ouch! Red Kangaroo feels a static electricity shock while trying to open the door. She wants to know why this happens to her—especially in the winter. Go with the flow as Dr. Chris teaches Red Kangaroo all about how electricity moves and how electric charges are produced. Chris Ferrie offers a kid-friendly introduction to electrical

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engineering in this installment of his new Everyday Science Academy series. With real-world and practical examples, young readers will have a firm grasp of scientific and mathematical concepts to help answer many of their "why" questions. Perfect for elementary-aged children and supports the Common Core Learning Standards, Next Generation Science Standards, and the Science, Technology, Engineering, and Math (STEM) standards. Backmatter includes a glossary, comprehension questions aligned with Bloom's Taxonomy and experiments kids can easily do at school or at home!

Shows women how to become more effective and efficient at work and at home, offering helpful advice on how to eliminate the barriers of success, develop a clear vision of one's personal goals, and find essential information.

A BEST BOOK OF 2018 SELECTION NPR * The Washington Post * Book Riot * Autostraddle * Psychology Today ***A BEST FEMINIST BOOK SELECTION*** Refinery 29, Book Riot, Autostraddle, BITCH Rage Becomes Her is an "utterly eye opening" (Bustle) book that gives voice to the causes, expressions, and possibilities of female rage. As women, we've been urged for so long to bottle up our anger, letting it corrode our bodies and minds in ways we don't even realize. Yet there are so, so many legitimate reasons for us to feel angry, ranging from blatant, horrifying acts of misogyny to the subtle drip, drip drip of daily sexism that reinforces the absurdly damaging gender norms of our society. In Rage Becomes Her,

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Soraya Chemaly argues that our anger is not only justified, it is also an active part of the solution. We are so often encouraged to resist our rage or punished for justifiably expressing it, yet how many remarkable achievements would never have gotten off the ground without the kernel of anger that fueled them?

Approached with conscious intention, anger is a vital instrument, a radar for injustice and a catalyst for change. On the flip side, the societal and cultural belittlement of our anger is a cunning way of limiting and controlling our power—one we can no longer abide. “A work of great spirit and verve” (Time), *Rage Becomes Her* is a validating, energizing read that will change the way you interact with the world around you.

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