

Drunk Tank Pink And Other Unexpected Forces That Shape How We Think Feel And Behave

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn how colors, words, and symbols unknowingly alter the way you think, behave, and perceive reality. The title Drunk Tank Pink is in reference to the discovery that when jail cells are painted pink it reduces violence among inmates. In this book social psychologist Adam Alter guides us through the many thousands of ways our minds are influenced and manipulated, both knowingly and unknowingly. As Alter puts it “Your mind is the collective end point of a billion tiny butterfly effects” In this summary we’ll dive into the ethereal world of the subconscious mind and learn how signs and symbols around us affect how we perceive the world, how the behavior of others can change the way we view ourselves, how your name can potentially help determine your career, and more.

Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they've been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.

'Drunk Tank Pink' is a particular shade of pink. In 1979 psychologists discovered that it has an extraordinary effect: if you stare at it for two minutes, you dramatically weaken in strength. In this brilliant study of the strange recesses of our minds, Adam Alter reveals the world is full of such hidden forces that shape our every thought, feeling and behaviour – without us ever realizing. Some letters in product names make us more likely to buy them (nearly all successful brands contain a 'k' sound) We're more likely to be critical if we write in red rather than green biro Your first report at school can determine your future career Understanding these cues is key to smarter decision-making, more effective marketing, and better outcomes for our selves and our societies. Prepare for the most astounding and fast-paced psychology book since Blink and Predictably Irrational.

The author of the bestselling You Are Not So Smart shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains David McRaney's first book, You Are Not So Smart, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now podcasts and videos--have become an Internet phenomenon. Like You Are Not So Smart, You Are Now Less Dumb is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen more ways we fool ourselves every day, including: The Misattribution of Arousal (Environmental factors have a greater affect on our emotional arousal than the person right in front of us) Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already invested “worth it”) Deindividuation (Despite our best intentions, we practically disappear when subsumed by a mob mentality) McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.

An eminent psychologist explains why dissent should be cherished, not feared We've decided by consensus that consensus is good. In In Defense of Troublemakers, psychologist Charlan Nemeth argues that this principle is completely wrong: left unchallenged, the majority opinion is often biased, unoriginal, or false. It leads planes and markets to crash, causes juries to convict innocent people, and can quite literally make people think blue is green. In the name of comity, we embrace stupidity. We can make better decisions by embracing dissent. Dissent forces us to question the status quo, consider more information, and engage in creative decision-making. From Twelve Angry Men to Edward Snowden, lone objectors who make people question their assumptions bring groups far closer to truth--regardless of whether they are right or wrong. Essential reading for anyone who works in groups, In Defense of Troublemakers will radically change the way you think, listen, and make decisions.

Make small changes to your surroundings and create extraordinary happiness in your life with groundbreaking research from designer and TED star Ingrid Fetell Lee. Next Big Idea Club selection—chosen by Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant as one of the "two most groundbreaking new nonfiction reads of the season!" "This book has the power to change everything! Writing with depth, wit, and insight, Ingrid Fetell Lee shares all you need to know in order to create external environments that give rise to inner joy." —Susan Cain, author of Quiet and founder of Quiet Revolution Have you ever wondered why we stop to watch the orange glow that arrives before sunset, or why we flock to see cherry blossoms bloom in spring? Is there a reason that people—regardless of gender, age, culture, or ethnicity—are mesmerized by baby animals, and can't help but smile when they see a burst of confetti or a cluster of colorful balloons? We are often made to feel that the physical world has little or no impact on our inner joy. Increasingly, experts urge us to find balance and calm by looking inward—through mindfulness or meditation—and muting the outside world. But what if the natural vibrancy of our surroundings

is actually our most renewable and easily accessible source of joy? In *Joyful*, designer Ingrid Fetell Lee explores how the seemingly mundane spaces and objects we interact with every day have surprising and powerful effects on our mood. Drawing on insights from neuroscience and psychology, she explains why one setting makes us feel anxious or competitive, while another fosters acceptance and delight—and, most importantly, she reveals how we can harness the power of our surroundings to live fuller, healthier, and truly joyful lives.

Donald Trump won election as the 45th President of the United States by studying American political stagecraft and learning what helped previous candidates succeed and doomed others to failure. A figure on the periphery of campaigns for decades, he glided down the Trump Tower escalator on June 16, 2015, declared his candidacy and took his place, permanently, as an actor in the country's greatest spectacle. Twenty-eight years earlier, at the dawn of what Josh King calls "The Age of Optics" in *OFF SCRIPT: An Advance Man's Guide to White House Stagecraft, Campaign Spectacle and Political Suicide*, Trump began to position himself for his eventual run for the Oval Office. Pictured at the foot of that same gilded escalator, he posed at the foot of that same escalator for a cover story profile in *TIME* magazine. "This Man May Turn You Green With Envy—Or Just Turn You Off," read the first part of *TIME*'s headline in January 1989. "Flaunting It is the Game, and TRUMP is the name," the headline concluded. The cover story came just after Massachusetts Governor Mike Dukakis lost in a landslide to Vice President George H.W. Bush, in part because Dukakis made the disastrous decision to ride in an M1A1 Abrams tank in Sterling Heights, Michigan less than two months before the election. Why did Dukakis make that ride, and why was it so deadly? Indeed, in each election that followed, why did George Bush, Bob Dole, Al Gore, John Kerry, John McCain and Mitt Romney make similar mistakes that cost them dearly at the polls? These are the questions that Josh King answers in *OFF SCRIPT*. King, who served as Director of Production in Bill Clinton's White House and later was host of SiriusXM Satellite Radio's long-running "Polioptics: The Theater of Politics," brings readers on a wild ride over the last thirty years of the Age of Optics, from Ronald Reagan's mastery of image to Barack Obama's "Vanilla Presidency" to, ultimately, the faceoff between Hillary Clinton and Trump. As one of the White House's most creative "advance men," skilled at employing the tools to help tell the president's daily story, and creating the scenes that the media can't resist turning into news packages and front page photos, King pulls back the curtain on the behind-the-scenes alchemy of political stagecraft. King's personal account, in-depth interviews, and detail-rich stories, and his unique angle on what drives headlines, makes news, and wins elections will serve as an indispensable companion to those keeping a close eye on the Trump presidency.

A global exploration of internet memes as agents of pop culture, politics, protest, and propaganda on- and offline, and how they will save or destroy us all. Memes are the street art of the social web. Using social media-driven movements as her guide, technologist and digital media scholar An Xiao Mina unpacks the mechanics of memes and how they operate to reinforce, amplify, and shape today's politics. She finds that the "silly" stuff of meme culture—the photo remixes, the selfies, the YouTube songs, and the pun-tastic hashtags—are fundamentally intertwined with how we find and affirm one another, direct attention to human rights and social justice issues, build narratives, and make culture. Mina finds parallels, for example, between a photo of Black Lives Matter protestors in Ferguson, Missouri, raising their hands in a gesture of resistance and one from eight thousand miles away, in Hong Kong, of Umbrella Movement activists raising yellow umbrellas as they fight for voting rights. She shows how a viral video of then presidential nominee Donald Trump laid the groundwork for pink pussyhats, a meme come to life as the widely recognized symbol for the international Women's March. Crucially, Mina reveals how, in parts of the world where public dissent is downright dangerous, memes can belie contentious political opinions that would incur drastic consequences if expressed outright. Activists in China evade censorship by critiquing their government with grass mud horse pictures online. Meanwhile, governments and hate groups are also beginning to utilize memes to spread propaganda, xenophobia, and misinformation. Botnets and state-sponsored agents spread them to confuse and distract internet communities. On the long, winding road from innocuous cat photos, internet memes have become a central practice for political contention and civic engagement. *Memes to Movements* unveils the transformative power of memes, for better and for worse. At a time when our movements are growing more complex and open-ended—when governments are learning to wield the internet as effectively as protestors—Mina brings a fresh and sharply innovative take to the media discourse.

In this 2nd edition of *The Business of Choice*, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioral scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing and brand strategies.

The executive editor of "Sports Illustrated" and a psychologist join forces to examine the behavior of those involved in professional sports, explaining how athletes can successfully put aside personal trauma on game day and why people love to root for a loser.

'Required reading ... Brock Bastian expertly picks apart the fundamental idea that humans thrive when they approach pleasure and avoid pain, explaining why hardship sometimes yields richer lives that are laden with meaning, deep social connections, and unexpected bliss' Adam Alter, author of *Drunk Tank Pink* In today's culture, happiness has become the new marker of success, while hardships are viewed as personal weaknesses, or problems to be fixed. We increasingly try to eradicate pain through medication and by insulating ourselves from risk and offence, despite being the safest generation to have ever lived. Yet in his research, renowned social psychologist Brock Bastian has found that suffering and sadness are neither antithetical to happiness nor incidental to it: they are a necessary ingredient for emotional well-being. Drawing on psychology, neuroscience and internationally acclaimed findings from Bastian's own lab, *The Other Side of Happiness* encourages us to take a more fearless approach to living. The most thrilling moments of our lives are often balanced on a knife edge between pleasure and pain, whether it is finding your true love, holding your new-born for the first time, finishing a marathon or even plunging into an icy sea. This is because pain and the threat of loss quite literally increase our capacity for happiness, as Bastian reveals, making us stronger, more resilient, more connected to other people and more attuned to what truly matters. Pain even makes us more mindful, since in our darkest moments we are especially focused and aware of the world around us. Our addiction to positivity and the pursuit of pleasure is actually making us miserable. Brock Bastian shows that, without some pain, we have no real way to achieve and appreciate the kind of happiness that is true and transcendent.

The author describes his work as a psychoanalyst over a twenty-five year period, describing his efforts to guide his patients to personal insights into their behaviors and resolutions which can change their lives for the better.

The very word 'meeting' conjures up images of time wasted in badly lit, airless offices. Of sitting around tables, unsure why you are there & wishing you were somewhere else. The only perk the sweet snack on a plate in the middle of the table. 'Will there be Donuts?' helps you reclaim your working life and make meetings 100% more effective.

A "guide to podcasting featuring step-by-step advice on how to find a unique topic, tell the best stories, and engage the most listeners, as well as the secrets that will take your pod to the next level"--Publisher marketing.

A leader in decision-making research reveals how choices are designed—and why it's so important to understand their inner workings Every time we make a choice, our minds go through an elaborate process most of us never even notice. We're influenced by subtle aspects of the way the choice is presented that often make the difference between a good decision and a bad one. How do we overcome the common faults in our decision-making and enable better choices in any situation? The answer lies in more conscious and intentional decision design. Going well beyond the familiar concepts of nudges and defaults, *The Elements of Choice* offers a comprehensive, systematic guide to creating effective choice architectures, the environments in which we make decisions. The designers of decisions need to consider all the elements involved in presenting a choice: how many options to offer, how to present those options, how to account for our natural cognitive shortcuts, and much more. These levers are unappreciated and we're often unaware of just how much they influence our reasoning every day. Eric J. Johnson is the lead researcher behind some of the most well-known and cited research on decision-making. He draws on his original studies and extensive work in business and public policy and synthesizes the latest research in the field to reveal how the structure of choices affects outcomes. We are all choice architects, for ourselves and for others. Whether you're helping students choose the right school, helping patients pick the best health insurance plan, or deciding how to invest for your own retirement, this book provides the tools you need to guide anyone to the decision that's right for them.

How we filter out what is irrelevant so we can focus on what we need to know. We are surrounded by a world rich with visual information, but we pay attention to very little of it, filtering out what is irrelevant so we can focus on what we think we need to know. Advertisers, web designers, and other "attention architects" try hard to get our attention, promoting products with videos on huge outdoor screens, adding flashing banners to websites, and developing computer programs with blinking icons that tempt us to click. Often they succeed in distracting us from what we are supposed to be doing. In *How Attention Works*, Stefan Van der Stigchel explains the process of attention and what the implications are for our everyday lives. The visual attention system is efficient, Van der Stigchel writes, because it doesn't waste energy processing every scrap of visual data it receives; it gathers only relevant information. We focus on one snippet of information and assume that everything else is stable and consistent with past experience; that's why most people miss even the most glaring continuity errors in films. If an object doesn't meet our expectations, chances are we won't see it. Van der Stigchel makes his case with examples from real life, explaining, among other things, the limitations of color perception (and why fire trucks shouldn't be red); the importance of location (security guards and radiologists, for example, have to know where to look); the attention-getting properties of faces and spiders; what we can learn from someone else's eye movements; why we see what we expect to see (magicians take advantage of this); and visual neglect and unattended information.

Why are you attracted to a certain "type?" Why are you a morning person? Why do you vote the way you do? From a witty new voice in popular science comes a clever, life-changing look at what makes you you. "I can't believe I just said that." "What possessed me to do that?" "What's wrong with me?" We're constantly seeking answers to these fundamental human questions, and now, science has the answers. The foods we enjoy, the people we love, the emotions we feel, and the beliefs we hold can all be traced back to our DNA, germs, and environment. This witty, colloquial book is popular science at its best, describing in everyday language how genetics, epigenetics, microbiology, and psychology work together to influence our personality and actions. Mixing cutting-edge research and relatable humor, *Pleased to Meet Me* is filled with fascinating insights that shine a light on who we really are--and how we might become our best selves.

"Offers a useful reminder of the role of modern science in fundamentally transforming all of our lives." —President Barack Obama (on Twitter) "An important book." —Steven Pinker, *The New York Times Book Review* Now also a PBS documentary series: the surprising story of how humans gained what amounts to an extra life, from the bestselling author of *How We Got to Now* and *Where Good Ideas Come From* As a species we have doubled our life expectancy in just one hundred years. All the advances of modern life—the medical breakthroughs, the public health institutions, the rising standards of living—have given us each about twenty thousand extra days on average. There are few measures of human progress more astonishing than our increased longevity. This book is Steven Johnson's attempt to understand where that progress came from. How many of those extra twenty thousand days came from vaccines, or the decrease in famines, or seatbelts? What are the forces that now keep us alive longer? Behind each breakthrough lies an inspiring story of cooperative innovation, of brilliant thinkers bolstered by strong systems of public support and collaborative networks. But it is not enough simply to remind ourselves that progress is possible. How do we avoid decreases in life expectancy as our public health systems face unprecedented challenges? What current technologies or interventions that could reduce the impact of future crises are we somehow ignoring? A study in how meaningful change happens in society, *Extra Life* is an ode to the enduring power of common goals and public resources. The most fundamental progress we have experienced over the past few centuries has not come from big corporations or start-ups. It has come, instead, from activists struggling for reform; from university-based and publicly funded scientists sharing their findings open-source-style; and from nonprofit agencies spreading new innovations around the world.

For many marketing professionals, "science" is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people's minds, make them feel a certain way, and, ultimately, get them to act. In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, *Brand Seduction* shows you how to decode, build, and use

these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and how they are built. Brand Seduction digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to "seduce" customers and grow their businesses.

Fight back against a modern culture that is rewiring our brains and damaging our health with this practical, doctor-approved plan for healing that includes a ten-day boot camp and forty delicious recipes. Contemporary life provides us with infinite opportunities, along with endless temptations. We can eat whatever we want, whenever we want. We can immerse ourselves in the vast, enticing world of digital media. We can buy goods and services for rapid delivery with our fingertips or voice commands. But living in this 24/7 hyper-reality poses serious risks to our physical and mental states, our connections to others, and even to the world at large. Brain Wash builds from a simple premise: Our brains are being gravely manipulated, resulting in behaviors that leave us more lonely, anxious, depressed, distrustful, illness-prone, and overweight than ever before. Based on the latest science, the book identifies the mental hijacking that undermines each and every one of us, and presents the tools necessary to think more clearly, make better decisions, strengthen bonds with others, and develop healthier habits. Featuring a 10-day bootcamp program, including a meal plan and 40 delicious original recipes, Brain Wash is the key to cultivating a more purposeful and fulfilling life.

Experts from NYU Stern School of Business analyze new financial regulations and what they mean for the economy The NYU Stern School of Business is one of the top business schools in the world thanks to the leading academics, researchers, and provocative thinkers who call it home. In Regulating Wall Street: The New Architecture of Global Finance, an impressive group of the Stern school's top authorities on finance combine their expertise in capital markets, risk management, banking, and derivatives to assess the strengths and weaknesses of new regulations in response to the recent global financial crisis. Summarizes key issues that regulatory reform should address Evaluates the key components of regulatory reform Provides analysis of how the reforms will affect financial firms and markets, as well as the real economy The U.S. Congress is on track to complete the most significant changes in financial regulation since the 1930s. Regulating Wall Street: The New Architecture of Global Finance discusses the impact these news laws will have on the U.S. and global financial architecture.

NEW YORK TIMES BESTSELLER "In our uncertain age, which can so often feel so dark and disturbing, Steven Pinker has distinguished himself as a voice of positivity." – New York Times Can reading a book make you more rational? Can it help us understand why there is so much irrationality in the world? Steven Pinker, author of Enlightenment Now (Bill Gates's "new favorite book of all time") answers all the questions here Today humanity is reaching new heights of scientific understanding--and also appears to be losing its mind. How can a species that developed vaccines for Covid-19 in less than a year produce so much fake news, medical quackery, and conspiracy theorizing? Pinker rejects the cynical cliché that humans are simply irrational--cavemen out of time saddled with biases, fallacies, and illusions. After all, we discovered the laws of nature, lengthened and enriched our lives, and set out the benchmarks for rationality itself. We actually think in ways that are sensible in the low-tech contexts in which we spend most of our lives, but fail to take advantage of the powerful tools of reasoning we've discovered over the millennia: logic, critical thinking, probability, correlation and causation, and optimal ways to update beliefs and commit to choices individually and with others. These tools are not a standard part of our education, and have never been presented clearly and entertainingly in a single book--until now. Rationality also explores its opposite: how the rational pursuit of self-interest, sectarian solidarity, and uplifting mythology can add up to crippling irrationality in a society. Collective rationality depends on norms that are explicitly designed to promote objectivity and truth. Rationality matters. It leads to better choices in our lives and in the public sphere, and is the ultimate driver of social justice and moral progress. Brimming with Pinker's customary insight and humor, Rationality will enlighten, inspire, and empower.

"Fascinating and useful . . . The distinguished memory researcher Scott A. Small explains why forgetfulness is not only normal but also beneficial."—Walter Isaacson, bestselling author of The Code Breaker and Leonardo da Vinci Who wouldn't want a better memory? Dr. Scott Small has dedicated his career to understanding why memory forsakes us. As director of the Alzheimer's Disease Research Center at Columbia University, he focuses largely on patients who experience pathological forgetting, and it is in contrast to their suffering that normal forgetting, which we experience every day, appears in sharp relief. Until recently, most everyone—memory scientists included—believed that forgetting served no purpose. But new research in psychology, neurobiology, medicine, and computer science tells a different story. Forgetting is not a failure of our minds. It's not even a benign glitch. It is, in fact, good for us—and, alongside memory, it is a required function for our minds to work best. Forgetting benefits our cognitive and creative abilities, emotional well-being, and even our personal and societal health. As frustrating as a typical lapse can be, it's precisely what opens up our minds to making better decisions, experiencing joy and relationships, and flourishing artistically. From studies of bonobos in the wild to visits with the iconic painter Jasper Johns and the renowned decision-making expert Daniel Kahneman, Small looks across disciplines to put new scientific findings into illuminating context while also revealing groundbreaking developments about Alzheimer's disease. The next time you forget where you left your keys, remember that a little forgetting does a lot of good.

A timely examination by a leading scientist of the physical, psychological, and moral effects of inequality. Today's inequality is on a scale that none of us has seen in our lifetimes, yet this disparity between rich and poor has ramifications that extend far beyond mere financial means. In The Broken Ladder psychologist Keith Payne examines how

inequality divides us not just economically, but has profound consequences for how we think, how our cardiovascular systems respond to stress, how our immune systems function, and how we view moral ideas like justice and fairness. Experiments in psychology, neuroscience, and behavioral economics have not only revealed important new insights on how inequality changes people in predictable ways, but have provided a corrective to our flawed way of viewing poverty as the result of individual character failings. Among modern, developed societies, economic inequality is not primarily about money, but rather about relative status: where we stand in relation to other people. Regardless of their average income, countries or states with greater levels of income inequality have much higher rates of all the social problems we associate with poverty, including lower average life expectancies, serious health issues, mental illness, and crime. The Broken Ladder explores such issues as why women in poor societies often have more children, and have them younger; why there is little trust among the working class that investing for the future will pay off; why people's perception of their relative social status affects their political beliefs, and why growing inequality leads to greater political divisions; how poverty raises stress levels in the same way as a physical threat; inequality in the workplace, and how it affects performance; why unequal societies become more religious; and finally offers measures people can take to lessen the harm done by inequality in their own lives and the lives of their children.

An exploration of the human mind's capacity for instinctive understanding about the feelings and desires of others explains how the ability or inability to understand the minds of those around us leads to connection or conflict.

An original investigation of our hidden power to persuade, and how to wield it wisely. If you've ever felt ineffective, invisible, or inarticulate, chances are you weren't actually any of those things. Those feelings may instead have been the result of a lack of awareness we all seem to have for how our words, actions, and even our mere presence affect other people. In *You Have More Influence Than You Think* social psychologist Vanessa Bohns draws from her original research to illustrate why we fail to recognize the influence we have, and how that lack of awareness can lead us to miss opportunities or accidentally misuse our power. Weaving together compelling stories with cutting edge science, Bohns answers the questions we all want to know (but may be afraid to ask): How much did she take to heart what I said earlier? Do they know they can push back on my suggestions? Did he notice whether I was there today? Will they agree to help me if I ask? Whether attending a meeting, sharing a post online, or mustering the nerve to ask for a favor, we often assume our actions, input, and requests will be overlooked or rejected. Bohns and her work demonstrate that people see us, listen to us, and agree to do things for us much more than we realize—for better, and worse. *You Have More Influence Than You Think* offers science-based strategies for observing the effect we have on others, reconsidering our fear of rejection, and even, sometimes, pulling back to use our influence less. It is a call to stop searching for ways to gain influence you don't have and to start recognizing the influence you don't realize you already have.

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* "One of the most mesmerizing and important books I've read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

A practical and hilarious guide to getting difficult people off your back, for anyone pulling their hair out over an irritating colleague who's not technically breaking any rules From open floor plans and Zoom calls to Slack channels, the workplace has changed a lot over the years. But there's one thing that never changes: you'll always encounter jerks. *Jerks at Work* is the definitive guide to dealing with—and ultimately breaking free from—the overbearing bosses, irritating coworkers, and all-around difficult people who make work and life miserable. Social psychologist Tessa West has spent years leveraging science to help people solve interpersonal conflicts in the workplace. What she discovered is that most of our go-to tactics don't work because they fail to address the specific motivations that drive bad behavior. In this book, she takes you on a rollicking deep dive of the seven jerks you're most likely to encounter at the office, drawing on decades of original research to expose their inner workings and weak points—and ultimately deliver an effective game plan for stopping each type before they take you down with them. *Jerks at Work* is packed with everyday examples and clever strategies, such as how to:

- Stop a Bulldozer from gaining influence by making sure they're not the first to speak up in meetings
- Report a Kiss Up/Kick Downer to a manager who idolizes them without looking like the bad guy
- Protect your high-achieving team from Free Riders without stifling collaboration
- Use a Gaslighter's tactics to beat them at their own game

For anyone who's said "I can't stand that jerk!" more times than they'd like to admit, *Jerks at Work* is the ultimate playbook you wish you didn't need but will always turn to.

'By far the best book I've ever read on the how and why of scaling. If you care about changing the world, or just want to make better decisions in your own life, *The Voltage Effect* is for you.' Angela Duckworth, CEO of Character Lab and New York Times bestselling author of *Grit* _____ Why do some ideas make it big while others fail to take off? According to award-winning behavioural economist John List, the answer comes down to a single question: Can the idea scale? Countless enterprises fall apart the moment they scale; their positive results fizzle,

they lose valuable time and money, and the great electric charge of potential that drove them early on disappears. In short, they suffer a voltage drop. Yet success and failure are not about luck - in fact, there is a rhyme and reason as to why some ideas fail and why some make it big. Certain ideas are predictably scalable, while others are predictably destined for disaster. In *The Voltage Effect*, University of Chicago economist John A. List explains how to identify the ideas that will be successful when scaled, and how to avoid those that won't. Drawing on his own original research, as well as fascinating examples from the realms of business, government, education, and public health, he details the five signature elements that cause voltage drops, and unpacks the four proven techniques for increasing positive results - or voltage gains - and scaling great ideas to their fullest potential. By understanding the science of scaling, we can drive change in our schools, workplaces, communities, and society at large. Because a better world can only be built at scale. _____ 'One of the best economics books I have ever read - and an instant classic in behavioral economics.' Cass R. Sunstein, Robert Walmsley University Professor, Harvard University, and New York Times bestselling co-author of *Nudge* 'Thought-provoking and engaging. A must-read.' Daron Acemoglu, Institute Professor at MIT and co-author of *Why Nations Fail* and *The Narrow Corridor*.

"An Atlantic senior editor presents an investigation into the lucrative quality of popularity in the 21st century to share economic insights into what makes ideas, productions and products successful, "--NovelList.

A New York Times bestseller! Written in a flowing narrative style, *Kitty Genovese: A True Account of a Public Murder and Its Private Consequences* presents the story of the horrific and infamous murder of Kitty Genovese, a young woman stalked and stabbed on the street where she lived in Queens, New York, in 1964. The case sparked national outrage when the New York Times revealed that dozens of witnesses had seen or heard the attacks on Kitty Genovese and her struggle to reach safety but had failed to come to her aid—or even call police until after the killer had fled. This book, first published in 2014 and now with a new afterword, cuts through misinformation and conjecture to present a definitive portrait of the crime, the aftermath, and the people involved. Based on six years of research, Catherine Pelonero's book presents the facts from police reports, archival material, court documents, and firsthand interviews. Pelonero offers a personal look at Kitty Genovese, an ambitious young woman viciously struck down in the prime of her life; Winston Moseley, the killer who led a double life as a responsible family-man by day and a deadly predator by night; the consequences for a community condemned; and others touched by the tragedy. Beyond just a true-crime story, the book embodies much larger themes: the phenomenon of bystander inaction, the evolution of a serial killer, and the fears and injustices spawned by the stark prejudices of an era, many of which linger to this day.

"Examines the science behind humans' strange and curious desires, attractions and tastes, covering everything from the animal instincts of sex and food to the uniquely human taste for art, music and stories, in a book that draws on insights from child development, philosophy, neuroscience and more."

A New York Times bestseller! A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as *Drunk Tank Pink* illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which outside forces influence us—such as color's influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. *Drunk Tank Pink* proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

"If you've been trying to find the right match but haven't had luck, you may simply have been dating the wrong people. Studies show the most reliable scientific predictor of personality is your place among your siblings. Now, it's possible to predict your best romantic match with remarkable precision. William Cane has analyzed the birth order of 6,000 celebrities, historical figures, and modern couples. From the older brother of brothers to the younger sister of sisters, Cane explains the twelve birth order types, revealing why certain pairs are more compatible"--P. [4] of cover.

This groundbreaking book explains how to tap into your body's energy not only to change your health, but to change your behaviors and thought patterns as well. Your body is comprised of energy pathways and energy centers that are in constant motion, a dynamic interplay with other energies and with your cells, organs, immune system, mood, and thoughts. If you can shift these energies, you can influence your physical health, your emotional patterns, and your state of mind. *The Promise of Energy Psychology* gives simple step-by-step instructions that will help you to: - overcome fear, guilt, shame, jealousy, or anger - change unwanted habits and behaviors - enhance your ability to love, succeed, and enjoy life The energy approach presented in this book can help bring about significant change in your life. With this strategy, stubborn phobias often fade in minutes; the lifelong effects of an early trauma can frequently be reduced or completely eliminated; uncontrollable anger can rapidly become manageable; even elusive physical problems may respond where other treatments have failed. *The Promise of Energy Psychology* is an amazing tool that puts the ability to effect change directly into your hands, and finally gives you control over your fears, pain, and destructive behaviors.

"I love that Daniel Pink is taking on one of the best (and toughest) teachers in my life—regret. ...The world needs this book." —Brené Brown, Ph.D., New York Times bestselling author of *Dare to Lead* From the #1 New York Times—bestselling author of *When and Drive*, a new book about the transforming power of our most misunderstood yet potentially most valuable emotion: regret. Everybody has regrets, Daniel H. Pink explains in *The Power of Regret*. They're a universal and healthy part of being human. And understanding how regret works can help us make smarter decisions, perform better at work and school, and bring greater meaning to our lives. Drawing on research in social psychology, neuroscience, and biology, Pink debunks the myth of the "no regrets" philosophy of life. And using the largest sampling of American attitudes about regret ever conducted as well as his own World Regret Survey—which has collected regrets from more than 15,000 people in 105 countries—he lays out the four core regrets that each of us has. These deep regrets offer compelling insights into how we live and how we can find a better path forward. As he did in his bestsellers *Drive*, *When*, and *A Whole New Mind*, Pink lays out a dynamic new way of thinking about regret and frames his ideas in ways that are clear, accessible, and pragmatic. Packed with true stories of people's regrets as well as practical takeaways for reimagining regret as a positive force, *The Power of Regret* shows how we can live richer, more engaged lives.

"When it comes to growing revenues, not all dollars are equal." In company after company that Sanjay Khosla and Mohanbir Sawhney worked for or researched, they saw businesses taking

