

Beyond The Obvious

Chelsea Fagan, Lauren Ver Hage

Beyond the Obvious Phil McKinney, 2012-02-07 The Killer Questions Your Company Should Be Asking Generating and executing great ideas is the key to staying ahead in a rapidly changing world. It seems so basic. Why is it so hard to actually get right? According to innovation expert Phil McKinney, the real problem is that we're teaching people to ask the wrong questions about their businesses--or none at all. There has to be a better way. In *Beyond the Obvious*, McKinney will help you use his proven FIRE (Focus, Ideation, Rank, Execution) Method to dig deeper and get back to asking the right questions--the ones all companies must ask to survive. Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards throughout his career. Shared for the first time here, these Killer Questions include: What are the rules and assumptions my industry operates under? What if the opposite were true? What will be the buying criteria used by my customer in 5 years? What are my unshakable beliefs about what my customers want? Who uses my product in ways I never anticipated? These questions will reframe the way you see your products, your customers, and the way the two interact. Whether you're a company of thousands or a lean startup, *Beyond the Obvious* will give you the skills and easy-to-follow plan you need to make both the revolutionary changes and nuanced tweaks required for success. Praise for *Beyond the Obvious* Human beings are creatures of habit, so getting ourselves and our teams to think beyond the obvious is a challenge we face all the time. Phil McKinney is an innovation expert, and his killer questions and hit-the-spot anecdotes provide a great way to get out in front of opportunities we otherwise won't see. -- Geoffrey Moore, author of *Crossing the Chasm* and *Escape Velocity* I've always believed that asking the right questions is the essence of design. Phil McKinney proves that point with this wonderful set of killer questions that will jumpstart-or greatly enhance- your innovation efforts. -- B. Joseph Pine II, co-author, *The Experience Economy & Infinite Possibility*. Product Innovation is a prerequisite to building great brands. Phil's questions are a prerequisite to building innovative products. -- Satjiv S. Chahil, former global marketing chief, Apple

Beyond the Obvious James DeYoung, James B. DeYoung, Sarah Hurty, 1995

Matter Peter Sheahan, Julie Williamson, 2016-01-12 People want to buy from, work for, and partner with companies that matter. So how do you build a company that matters? Companies and people that matter have successfully become the obvious choice in the hearts and minds of their customers, their employees, and their communities. They elevate themselves

by consistently finding ways to solve the most pressing needs their markets face. The result? They create more value year after year and build a sustainable, differentiated organization. In *Matter*, Peter Sheahan and Julie Williamson show you how to identify the place where you can create the most value—your edge of disruption—at the intersection of old and new, where your existing profits, reach, and reputation enable you to create the markets of the future. This is the place where the most important problems are solved and where the fewest people can solve them. Your edge of disruption is where your opportunity to matter is found. *Matter* uses extensive case studies of real companies that have successfully become the obvious choice in their markets—from high-profile corporations like Adobe and Burberry to lesser-known brands like Littlefield and BlueShore Financial. Their stories define innovative and impactful approaches to business that you can use to influence and partner with the right customers and clients to win in our radically changing world. Through their journeys, you will find the inspiration and courage to lean in to complexity and solve the higher value problems that matter most. Don't just read this book—use it to identify and act on opportunities to create the most value and accelerate your own journey to becoming a person and a company that matters.

Everything is Obvious Duncan J. Watts, 2011-07-01 Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life—explanations that seem obvious once we know the answer—are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present—an argument that has important implications in politics, business, marketing, and even everyday life.

Untold Tales from the Mahabharata Uday Shankar, 2021-04-18 Which Kaurava was inspired by the birds to commit one of the most grotesque murders in the Mahabharata? Why did King Muchkund sleep for a million years and wake up in the Dwaparyug? Whose soul had entered the dice of Shakuni? Why was Gandhari married to a goat before she wed Dhritarashtra? What was the secret behind Arjun's chariot being burnt to ashes after the war? Who instigated Janmejaya to burn every snake in the universe? Who was the only Kaurava to cross over to the Pandavas before the battle? An epic that never dies and still remains relevant even thousands of years later—Vyasa's Mahabharata has always captured our imagination. The saga of two feuding families, the Mahabharata, with its various twists and turns, has been a compelling read across generations, inspiring many to dig deeper into the great poem. This collection of twenty short stories brings out

characters and incidents that are largely unheard of and are buried in the vastness of the epic. Capturing every emotion from valour, lust, loyalty and treachery to goodness and ethics so relevant to the world we live in, these stories help us understand the epic better by bringing out a different dimension altogether.

Beyond Diversity Rohit Bhargava,2021-10-12 A wide-ranging compilation of the best insights and advice about how to make the world more diverse and inclusive, featuring advice contributed by more than seventy world renowned experts. In January of 2021, some of the world's most widely respected experts in diversity, inclusion, and equity gathered virtually for the most ambitious conversation about diversity ever imagined. Casting directors, bookstore owners, disability advocates, college students, robotic journalists, startup founders, esports professionals, bestselling authors, and a diverse group of more than sixty others came together to have conversations about how to shape a more diverse and inclusive future. Unlike many other global conversations about diversity which inspire feel-good social media hashtags and a false sense of accomplishment, the aim of this event was different. Every conversation focused on uncovering non-obvious insights for how to move diversity, equity and inclusion into the future. In this book, you will read a compilation of the best insights, most actionable advice and biggest ideas from all of these experts. Whether you are new to the ideas of diversity, equity and inclusion, or you are a DEI expert yourself, this book will offer a useful and inspiring collection of ideas to shift your perspective ... along with plenty of actionable advice on what you can do right now to become an advocate, ally and leader to help create a more inclusive world for us all.

The Obvious Expert Elsom Eldridge,Mark Eldridge,2004-04 How to build your coaching or consulting practice in 90 days.

Non-Obvious 2017 Rohit Bhargava,2016-12-06 The Latest Edition Of The #1 Bestselling Trend Series Shared Online More Than 1 Million Times! The Non-Obvious series of books is an annual trend report on the top 15 trends likely to affect business and consumer behaviour in the upcoming year. The book has been a Wall Street Journal bestseller, the research has been viewed and shared online more by more than a million readers and the report has been a multi-year #1 best seller online.

Timpson's England John Timpson,1994-10 A trade paperback edition of an international best-seller, this is a rare travel guide focusing on England's most unusual, eccentric attractions.

The Financial Diet Chelsea Fagan,Lauren Ver Hage,2018-01-02 *A Refinery29 Best Book of 2018* *One of Real Simple's Most Inspiring Books for Graduates* *Indie Personal Finance Bestseller* How to get good with money, even if you have no idea where to start. The Financial Diet is the personal finance book for people who don't care about personal finance. Whether you're in need of an overspending detox, buried under student debt, or just trying to figure out how to live on an entry-level salary, The Financial Diet gives you tools to make a budget, understand investments, and deal with your credit.

Chelsea Fagan has tapped a range of experts to help you make the best choices for you, but she also knows that being smarter with money isn't just about what you put in the bank. It's about everything—from the clothes you put in your closet, to your financial relationship habits, to the food you put in your kitchen (instead of ordering in again). So *The Financial Diet* gives you the tools to negotiate a raise and the perfect cocktail recipe to celebrate your new salary. *The Financial Diet* will teach you:

- how to get good with money in a year.
- the ingredients everyone needs to have a budget-friendly kitchen.
- how to talk about awkward money stuff with your friends.
- the best way to make (and stick to!) a budget.
- how to take care of your house like a grown-up.
- what the hell it means to invest (and how you can do it).

Accelerating out of the Great Recession: How to Win in a Slow-Growth Economy David Rhodes, Daniel Stelter, 2010-02-19

What better opportunity than now to strengthen your business and come out of the recession even stronger? David Rhodes and Daniel Stelter provide an easy-to-understand perspective on the current economic environment, and some practical strategies to help readers come out ahead. A timely read for all who care about their business. —Paul Polman, CEO, Unilever

This is the most comprehensive assessment of the global economy that I've seen and is a must-read for any business, economic, or governmental-related leader. Jeff M. Fettig, Chairman & CEO, Whirlpool Corporation “A fascinating account of the causal factors of the meltdown and what we can do to avoid repetition.” Sanjay Khosla, Executive Vice President and President, International for Kraft Foods

This book combines brilliant analysis and strategic insight with a clear message: Companies that want to play a role in tomorrow's markets must act immediately. There's no place for complacency. The opportunities in the post-crisis world are good--and better than many might think. Dr. Jürgen Hambrecht, CEO, BASF

The lessons from companies that came out winners during past recessions are invaluable in the current context. Rhodes and Stelter strike a welcome note of optimism in today's tough times by showing that companies can do a lot to thrive when the global economy is struggling. Dr. Dieter Zetsche, CEO, Daimler

There are great lessons for today's chief executives: well-managed companies can prosper in the downturn and accelerate faster than their competitors in the upturn. Rhodes and Stelter have dug deep into history to vividly show how companies can do it. Dr. Martin C. Halusa, CEO, Apax Partners

Worldwide LLP From the world's leading business strategy consultancy comes this essential guide to prospering in the aftermath of what is being called the Great Recession

Accelerating Out of the Great Recession, by The Boston Consulting Group's David Rhodes and Daniel Stelter, is a call to action for today's executives. It shows how companies can win in a slow-growth economy by seizing the initiative--differentiating themselves from less fleet-footed rivals and executing their strategies with single-minded determination. It combines comprehensive and big-picture analysis of the global economic meltdown with smart management advice on how to win in an era of greater competition. The book is underpinned by a historical review of great companies that survived and thrived in past downturns, along with two new surveys of top executives and insights drawn from discussions with corporate leaders around the world. As such, it offers the clearest, most

authoritative assessment yet of some present-day trends and new realities--and what they mean for business. Accelerating Out of the Great Recession shows today's executives how to: Learn from the decisive actions taken by companies such as General Electric, IBM, and Proctor & Gamble in order to accelerate out of past downturns Take the fight to your competitors--diversify and expand now, while other businesses are affected by the downtown Shake off conventional wisdom to protect and grow your market share Develop a new managerial mindset for today's tough times Backed by exceptional research and outstanding, up-to-the-minute advice, Accelerating Out of the Great Recession explains the magnitude and enduring nature of changes that have taken place in the global economy and how you can outperform today to create and sustain an advantage over your competitors for the long haul.

The Story of the Lost Child Elena Ferrante, 2015-09-01 The Story of the Lost Child is the long-awaited fourth volume in the Neapolitan novels (My Brilliant Friend, The Story of a New Name, Those Who Leave and Those Who Stay). The quartet traces the friendship between Elena and Lila, from their childhood in a poor neighbourhood in Naples, to their thirties, when both women are mothers but each has chosen a different path. Their lives are still inextricably linked, for better or worse, especially when it comes to the drama of a lost child. Elena Ferrante was born in Naples. She is the author of seven novels: The Days of Abandonment, Troubling Love, The Lost Daughter, and the quartet of Neapolitan novels: My Brilliant Friend, The Story of a New Name, Those Who Leave and Those Who Stay, and The Story of the Lost Child. Frantugmalia, a selection of interviews, letters and occasional writings by Ferrante, will be published in 2016. She is one of Italy's most acclaimed authors. Ann Goldstein has translated all of Elena Ferrante's work. She is an editor at the New Yorker and a recipient of the PEN Renato Poggioli Translation Prize. Praise for Ferrante and the Neapolitan novels '[Ferrante's] charting of the rivalries and sheer inscrutability of female friendship is raw. This is high stakes, subversive literature.' Sunday Telegraph 'Ferrante is an expert above all at the rhythm of plotting...Whether it's work, family, friends or sex--and Ferrante, perhaps thanks to her anonymity as an author, is blisteringly good on bad sex--our greatest mistakes in life aren't isolated acts; we rehearse them over and over until we get them as badly wrong as we can.' Independent 'Great novels are intelligent far beyond the powers of any character or writer or individual reader, as are great friendships, in their way. These wonderful books sit at the heart of that mystery, with the warmth and power of both.' Harper's 'Elena Ferrante is one of the great novelists of our time. Her voice is passionate, her view sweeping and her gaze basilisk...In these bold, gorgeous, relentless novels, Ferrante traces the deep connections between the political and the domestic. This is a new version of the way we live now--one we need, one told brilliantly, by a woman.' New York Times Sunday Book Review 'When I read [the Neapolitan novels] I find that I never want to stop. I feel vexed by the obstacles--my job, or acquaintances on the subway--that threaten to keep me apart from the books. I mourn separations (a year until the next one--how?). I am propelled by a ravenous will to keep going.' New Yorker 'The best thing I've read this year, far and away...She puts most other writing at the moment in the shade. She's marvellous.'

Richard Flanagan 'The Neapolitan series stands as a testament to the ability of great literature to challenge, flummox, enrage and excite as it entertains.' Sydney Morning Herald 'The depth of perception Ms. Ferrante shows about her character's conflicts and psychological states is astonishing...Her novels ring so true and are written with such empathy that they sound confessional.' Wall Street Journal 'The older you get, the harder it is to recapture the intoxicating sense of discovery that comes when you first read George Eliot, Nabokov, Tolstoy or Colette. But this year it came again when I read Elena Ferrante's remarkable Neapolitan novels.' Jane Shilling, New Statesman 'There is nothing remotely tiring or trying about the experience of reading the Neapolitan novels, which I, and a great many others, now rank among our greatest book-related pleasures...it is writing that holds honesty dear.' Weekend Australian 'Dickens gave working people a voice. Ferrante, whoever she might be, presents a new paradigm for being female in the world...Ferrante's great literary creations, Lenu and Lila, have the same emotional weight as Anne in Persuasion, Jo in Little Women, Maggie in The Mill on the Floss, Jane in Jane Eyre.' Helen Elliott in the Monthly 'This stunning conclusion further solidifies the Neapolitan novels as Ferrante's masterpiece and guarantees that this reclusive author will remain far from obscure for years to come.' Publishers Weekly 'The Neapolitan novels are smart, thoughtful, serious literature. At the same time, they are violent, suspenseful soap operas populated with a vivid cast of scheming characters...Ferrante's novels are deeply personal and intimate, getting to the very heart of what it means to be a woman, a friend, a daughter, a mother.' Debrief Daily 'Shattering and enthralling, intimate and vicious...The Neapolitan Novels are the kind of books that swallow me whole. As soon as I pick one up, I don't want to breathe or move lest I break the spell...The Neapolitan Novels are among the most important in my reading life. I can't recommend them highly enough.' Readings 'Ferrante captures the complexities of women, friendship and motherhood in ways that make your heart soar and ache in equal measures. If you haven't already, treat yourself to this series.' ELLE Australia '[Ferrante's] Neapolitan novels contain real life - recognisable anxiety, joy, love and heartbreak. This is an incredibly difficult feat to achieve in the first place, let alone sustain, over four books. We will be talking about Elena and Lila for years to come.' Sydney Morning Herald 'There's a bright, sinewy humanness to Ferrante's writing that is so alive it's alarming...The Story of the Lost Child is a full emotional experience, and a fitting end to a huge, arresting series.' New Zealand Listener 'I was one of the many who wept and wondered over Elena Ferrante's The Story of the Lost Child. I plan to re-read the entire series soon.' Favourite Feminist Reads from 2016, Feminist Writers Festival

Yestermorrow Ray Bradbury, 2017-05-02 The visionary science fiction author of Fahrenheit 451 shares his imaginative visions of the future in this collection of musings and memoirs. Combining a series of recollections alongside his personal contemplation about the future, protean master of storytelling Ray Bradbury outlines his thoughts on the state of the world—how the past and present are reflected in society, technology, art, literature, and popular culture—as well as the need for creative thinkers to be the architects of the future. In this extraordinary collection of essays, poetry, and philosophical

reflection, readers glimpse inside the mind of one of the twentieth century's most celebrated and prolific authors. Bradbury reveals the creative sparks that led to some of his most well-known and enthralling stories, along with the influences on his journey to becoming a prominent figure in modern literature. Part journal, part commentary, these writings are an exploration and celebration of a dreamer whose ideas had no bounds.

Beyond the Hoax Alan Sokal,2010-02-11 In 1996, Alan Sokal, a Professor of Physics at New York University, wrote a paper for the cultural-studies journal *Social Text*, entitled 'Transgressing the Boundaries: Towards a transformative hermeneutics of quantum gravity'. It was reviewed, accepted and published. Sokal immediately confessed that the whole article was a hoax - a cunningly worded paper designed to expose and parody the style of extreme postmodernist criticism of science. The story became front-page news around the world and triggered fierce and wide-ranging controversy. Sokal is one of the most powerful voices in the continuing debate about the status of evidence-based knowledge. In *Beyond the Hoax* he turns his attention to a new set of targets - pseudo-science, religion, and misinformation in public life. 'Whether my targets are the postmodernists of the left, the fundamentalists of the right, or the muddle-headed of all political and apolitical stripes, the bottom line is that clear thinking, combined with a respect for evidence, are of the utmost importance to the survival of the human race in the twenty-first century.' The book also includes a hugely illuminating annotated text of the Hoax itself, and a reflection on the furore it provoked.

Explaining the Obvious Sven Sandström,2007

It's Obvious You Won't Survive by Your Wits Alone Scott Adams,1995-08 Cartoons from the comic strip *Dilbert* feature the hapless engineer and his cynical canine companion, Dogbert.

Designing the Obvious Robert Hoekman Jr.,2010-11-16 *Designing the Obvious* belongs in the toolbox of every person charged with the design and development of Web-based software, from the CEO to the programming team. *Designing the Obvious* explores the character traits of great Web applications and uses them as guiding principles of application design so the end result of every project instills customer satisfaction and loyalty. These principles include building only what's necessary, getting users up to speed quickly, preventing and handling errors, and designing for the activity. *Designing the Obvious* does not offer a one-size-fits-all development process--in fact, it lets you use whatever process you like. Instead, it offers practical advice about how to achieve the qualities of great Web-based applications and consistently and successfully reproduce them. This latest edition updates examples to show the guiding principles of application design in action on today's web, plus adds new chapters on strategy and persuasion. It offers practical advice about how to achieve the qualities of great Web-based applications and consistently and successfully reproduce them.

The Open Organization Jim Whitehurst,2015 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.

The Non-Obvious Guide to Being More Creative Kathryn Haydon,2019-09-10 In this short guide, an award-winning educator and innovation strategist will teach how to have better ideas, conquer the impostor syndrome, use one's strengths, and be the most creative person in any room.

Norwegian Wood Haruki Murakami,2011-10-10 *PRE-ORDER HARUKI MURAKAMI'S NEW NOVEL, THE CITY AND ITS UNCERTAIN WALLS, NOW* 'A masterly novel' New York Times 'Such is the exquisite, gossamer construction of Murakami's writing that everything he chooses to describe trembles with symbolic possibility' Guardian Read the haunting love story that turned Murakami into a literary superstar. When he hears her favourite Beatles song, Toru Watanabe recalls his first love Naoko, the girlfriend of his best friend Kizuki. Immediately he is transported back almost twenty years to his student days in Tokyo, adrift in a world of uneasy friendships, casual sex, passion, loss and desire - to a time when an impetuous young woman called Midori marches into his life and he has to choose between the future and the past. 'Evocative, entertaining, sexy and funny; but then Murakami is one of the best writers around' Time Out 'Poignant, romantic and hopeless, it beautifully encapsulates the heartbreak and loss of faith' Sunday Times 'This book is undeniably hip, full of student uprisings, free love, booze and 1960s pop, it's also genuinely emotionally engaging, and describes the highs of adolescence as well as the lows' Independent on Sunday

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Beyond The Obvious Introduction

In this digital age, the convenience of accessing information at our fingertips has become a necessity. Whether its research papers, eBooks, or user manuals, PDF files have become the preferred format for sharing and reading documents. However, the cost associated with purchasing PDF files can sometimes be a barrier for many individuals and organizations.

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