INTERNATIONAL BESTSELLER

THE PYRAMID PRINCIPLE

BARBARA MINTO

LOGICAL WRITING,
THINKING AND PROBLEM SOLVING

FT Prentice Hall
FINANCIAL TIMES

[MOBI] The Pyramid Principle: Logic In Writing And Thinking

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The Pyramid Principle-Barbara Minto 2009 "Do you need to produce clear reports, papers, analyses, presentations and memos? If so, you need The Pyramid Principle. Communicating your ideas concisely and articulately to clients, colleagues or to the management board is a key factor in determining your personal business success. To gain the maximum effect you need to make maximum impact with your ideas upfront." "Applying the Pyramid Principle means you will save valuable time in writing and waste no time in getting your message across to your audience, making sure they grasp your meaning at once."-- BOOK JACKET.

The Pyramid Principle-Barbara Minto 2002 The Pyramid Principle shows you how to structure and present your arguments with the clarity and precision that will gain immediate understanding from your audience.

Pyramid Principle-Barbara Minto 2002

The Pyramid Principle: Logic in Writing and Thinking-BARBARA. MINTO 2021-03 How many times have you written an email at work, read it back and found that it didn't make as much sense as you'd hoped? Or worse, someone else has told you that they can't follow it. The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into distinctive pyramidal groupings. However, if any group of ideas are arranged into

a pyramid structure in the first place, not only will it save valuable time and effort to write, it will take even less effort to read and comprehend it. The Pyramid Principle explains how to: think creatively, reason lucidly, and express ideas with clarity define complex problems and establish the objectives of any document assess your ideas and recognise their relative importance structure your reasoning into a coherent and transparent argument analyse your argument to confirm its effectiveness. The clear communication of ideas, whether to clients, colleagues or the management board, is a key factor in determining personal success. Applying the Pyramid Principle will enable you to present your thinking so clearly that the ideas move off the page and into the reader's mind with a minimum of effort and a maximum of effect. Bring your ideas to life!

The Pyramid Principle-Barbara Minto 1995-01 This work has been designed as an aid to the logical presentation of business communications. Topics covered range from the difference between deductive and inductive reasoning, to a discussion of how to highlight the structure of information.

The Minto Pyramid Principle-Barbara Minto 1996

Strategic Storytelling-Dave McKinsey 2014-11-08 "Strategic Storytelling" is a complete guide to creating persuasive business presentations.Based on intensive study of presentations developed by leading management consulting firms, this step-by-step playbook

shows you how to craft stories using proven narrative frameworks, design data-driven slides, and master your verbal and non-verbal delivery.

Problem Solving 101-Ken Watanabe 2009-03-05 The fun and simple problem-solving guide that took Japan by storm Ken Watanabe originally wrote Problem Solving 101 for Japanese schoolchildren. His goal was to help shift the focus in Japanese education from memorization to critical thinking, by adapting some of the techniques he had learned as an elite McKinsey consultant. He was amazed to discover that adults were hungry for his fun and easy guide to problem solving and decision making. The book became a surprise Japanese bestseller, with more than 370,000 in print after six months. Now American businesspeople can also use it to master some powerful skills. Watanabe uses sample scenarios to illustrate his techniques, which include logic trees and matrixes. A rock band figures out how to drive up concert attendance. An aspiring animator budgets for a new computer purchase. Students decide which high school they will attend. Illustrated with diagrams and quirky drawings, the book is simple enough for a middleschooler to understand but sophisticated enough for business leaders to apply to their most challenging problems.

How to be Strategic-Fred Pelard 2020-10-08 'I've learned more about strategic thinking from Fred than I did in my time at Harvard Business School' - John Smith, COO, Burberry 'You can learn more from him in a few hours than taking a strategy course over a semester as part of your MBA program!' - Rajat Sharma, Director, Business Operations, LinkedIn 'Fred's energy and expertise shine through irrespectively of the training delivery method, and our 500+ learners this year have commented on clear frameworks, engaging style, and relevant examples every time' - Tanya Dowling, Global Academy Manager, HSBC Being strategic is a critical skill. It enables you to solve problems on a day-to-day basis while also keeping an eye on the long term, anticipating and mitigating opportunities and threats along the way. How to be Strategic is an accessible but thorough guide to strategic thinking in any situation based on 20 years' experience training executives at all levels from leading companies across the UK, Europe and beyond. Fred Pelard offers a range of smartly-

illustrated, workable methodologies to enable you to understand each approach and find your own path to the right solution every time.

McKinsey Mind-Ethan M. Rasiel 2001-10-17 The groundbreaking follow-up to the international bestsellera hands-on guide to putting McKinsey techniques to work in your organization McKinsey & Company is the most respected and most secretive consulting firm in the world, and business readers just can't seem to get enough of all things McKinsey. Now, hot on the heels of his acclaimed international bestseller The McKinsey Way, Ethan Rasiel brings readers a powerful new guide to putting McKinsey concepts and skills into actionThe McKinsey Mind. While the first book used case studies and anecdotes from former and current McKinseyites to describe how "the firm" solves the thorniest business problems of their A-list clients, The McKinsey Mind goes a giant step further. It explains, step-by-step, how to use McKinsey tools, techniques and strategies to solve an array of core business problems and to make any business venture more successful. Designed to work as a stand-alone guide or together with The McKinsey Way, The McKinsey Mind follows the same critically acclaimed style and format as its predecessor. In this book authors Rasiel and Friga expand upon the lessons found in The McKinsey Way with real-world examples, parables, and easy-to-do exercises designed to get readers up and running.

The Fortune at the Bottom of the Pyramid-C. K. Prahalad 2006 Collectively, the world's billions of poor people have immense untapped buying power. Prahalad's global bestseller shows why companies can't afford to ignore "Bottom of the Pyramid" (BOP) markets. Now available in paperback, it offers a blueprint for driving the radical innovation companies will need to profit in emerging markets, and using those innovations to become more competitive everywhere.

Rainmaking Conversations-Mike Schultz 2011-03-29 Conversations make or break everything in sales. Every conversation you have is an opportunity to find new prospects, win new customers, and increase sales. Rainmaking Conversations provides a proven system for leading masterful conversations that fill the

pipeline, secure new deals, and maximize the potential of your account. Rainmaking Conversations offers a research-based, field-tested, and practical selling approach that will help you master the art of the sales conversation. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You'll learn how to ask your prospects and clients the right questions, and help them set the agenda for success. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted advisor to your clients during and after the sale. With the RAIN system, you'll be able to: Build rapport and trust from the first contact Create conversations with prospects, referral sources, and clients using the telephone, email, and mail Uncover the real need behind client challenges Make the case for improved business impact and return on investment (ROI) for your prospects Understand and communicate your value proposition Apply the 16 principles of influence in sales Overcome and prevent all types of objections, including money Craft profitable solutions and close the deal The world-class RAIN SellingSM methodology has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance. Start bridging the gap between "hello" and profitable relationships today.

Create Your Own Future-Brian Tracy 2002-08-30 From the bestselling producer of audio and video learning programs comes this resource to guide readers to take complete control of their personal and work lives. Geared toward professionals who want to make more money and get more satisfaction from their career, this guide is based after the author's tested model of controlled luck.

Decision Making Under Uncertainty-Mykel J. Kochenderfer 2015-07-24 An introduction to decision making under uncertainty from a computational perspective, covering both theory and applications ranging from speech recognition to airborne collision avoidance. Many important problems involve decision making under uncertainty—that is, choosing actions based on often imperfect observations, with unknown outcomes. Designers of automated decision support systems must take into account the various sources of uncertainty while balancing the multiple objectives of the system. This book provides an introduction to the challenges of decision making under uncertainty from a computational perspective. It presents both the theory behind decision making models and algorithms and a collection of example applications that range from speech recognition to aircraft collision avoidance. Focusing on two methods for designing decision agents, planning and reinforcement learning, the book covers probabilistic models, introducing Bayesian networks as a graphical model that captures probabilistic relationships between variables; utility theory as a framework for understanding optimal decision making under uncertainty; Markov decision processes as a method for modeling sequential problems; model uncertainty; state uncertainty; and cooperative decision making involving multiple interacting agents. A series of applications shows how the theoretical concepts can be applied to systems for attribute-based person search, speech applications, collision avoidance, and unmanned aircraft persistent surveillance. Decision Making Under Uncertainty unifies research from different communities using consistent notation, and is accessible to students and researchers across engineering disciplines who have some prior exposure to probability theory and calculus. It can be used as a text for advanced undergraduate and graduate students in fields including computer science, aerospace and electrical engineering, and management science. It will also be a valuable professional reference for researchers in a variety of disciplines.

The So What Strategy-Davina Stanley 2017-07-19 Communicate with greater impact. Have you ever been caught at the end of a presentation when your audience, perhaps a leadership team or a Steering Committee, looks at you blankly and asks this most uncomfortable question: 'So what?' How does that help? If you have been in that position once, you don't want to be there again. You want to know how to answer that question in one single, powerful sentence. Or, even better, set yourself up so nobody asks it. In this book, communication strategists Davina Stanley and Gerard Castles reveal their proven approach. It's all about using storylines to get to the 'So what' fast, and being able to make a case to back it up. You can unlock the power of the 'So what' strategy by taking five steps, which are outlined in this book: 1:

Understand why mastering storylining is worth the investment. 2: Learn how to use a storyline to identify and harness the 'So what'. 3: Master the seven classic storyline patterns. 4: Use storylines to shape the communication you share. 5: Introduce storylining in your business. Packed with examples, stories, insights and practical steps, Davina and Gerard show you how to apply these strategies to stop your audiences asking you, 'So what? How does that help us?'.

The Right Way to Win-Robert Zafft 2020-08-15 In this pragmatic and accessible business ethics guide, students, entrepreneurs, and professionals learn that business ethics is about so much more than right and wrong. Harvard-educated and McKinsey & Co.-trained business leader Robert Zafft shows that being ethical is not an obstacle to but an essential building block for success. --Steven Hellman, CEO (former), Credit Suisse Russia/CIS

McKinsey's Marvin Bower-Elizabeth Haas Edersheim 2010-12-13 "I had the privilege of working closely with Marvin and McKinsey for many years. This book makes Marvin come to life and perpetuates him as a role model." -Peter F. Drucker "A wonderful book about a wonderful man. In many ways, Marvin's McKinsey framed the hypotheses in our own search for excellence-for example, passion for values, belief in people as the prime resource, and willingness to let people experiment. As well as I thought I knew Marvin, however, this remarkable book, drawing on the collective memories of those who worked most closely with him, taught me a ton about how extraordinary the man really was and what made him that way. Many have called Drucker the man who invented management; I think history will conclude that both he and Marvin Bower share that pedestal." -Bob Waterman, coauthor of In Search of Excellence "Marvin Bower became a legend, not just within McKinsey & Company, but within professional services and the business world more broadly. In everything he did and said, he embodied the professional approach and the importance of values. This book sheds remarkable insight on a remarkable man and on the power of constancy of purpose." -Ian Davis, Worldwide Managing Director, McKinsey & Co. "It is as Marvin would have wanted it-simple, honest, fact-based, wonderful stories with a long-term perspective. An insightful read about the father of

management consulting." -Lois Juliber, retired COO, Colgate-Palmolive "This book provides fascinating insight into the early days of modern management consulting. It is an extremely enlightening look at the origin of one of America's most important professions and one of America's most innovative leaders." -Thomas H. Lee, founder, Chairman, and President, Thomas H. Lee Partners L.P.

The Effective Hiring Manager-Mark Horstman 2019-10-01 Essential hiring and team-building lessons from the #1 Podcaster in the world The Effective Hiring Manager offers an essential guide for managers, team leaders, and HR professionals in organizations large or small. The author's step-by-step approach makes the strategies easy to implement and help to ensure ongoing success. Hiring effectively is the single greatest long-term contribution to your organization. The only thing worse than having an open position is filling it with the wrong person. The Effective Hiring Manager offers a proven process for solving these problems and helping teams and organizations thrive. The fundamental principles of hiring and interviewing How to create criteria to hire by How to create excellent interview questions How to review resumes How to conduct phone screens How to structure an interview day How to conduct each interview How to capture interview results How to make an offer How to decline a candidate How to onboard candidates Written by Mark Horstman, co-founder of Manager Tools and an expert in training managers, The Effective Hiring Manager is an A to Z handbook to the successful hiring process. The book explores, in helpful detail, what it takes to hire the right person, for the right job, and the right team.

Thinking Skills-John Butterworth 2013-04-18 Thinking Skills, second edition, is the only endorsed book offering complete coverage of the Cambridge International AS and A Level syllabus.

The McKinsey Edge: Success Principles from the World's Most Powerful Consulting Firm-Shu Hattori 2015-11-27 47 strategies elite managers follow to reach the highest level of success The McKinsey Edge culls the personal best practices of an exclusive group of managers connected to McKinsey & Company, a firm that services eighty percent of the world's largest

corporations. Through a wealth of 47 rigorously selected, battle-tested, immediately implementable, and practical tips, readers discover the secrets to building the self, growing with others, enhancing process management, and going the extra mile to reach the next leadership horizon. Everyone struggling to accelerate their career will keep this book at their fingertips for its rare, real-world advice for ascending through the levels of management—all of which require specific mindsets and capabilities that only a handful of people ever master.

Bulletproof Problem Solving-Charles Conn 2019-03-04 Complex problem solving is the core skill for 21st Century Teams Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In Bulletproof Problem Solving: The One Skill That Changes Everything you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at. The problem-solving technique outlined in this book is based on a highly visual, logic-tree method that can be applied to everything from everyday decisions to strategic issues in business to global social challenges. The authors, with decades of experience at McKinsey and Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. With this bulletproof approach to defining, unpacking, understanding, and ultimately solving problems, you'll have a personal superpower for developing compelling solutions in your workplace. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ Learn how a simple visual system can help you break down and understand the component parts of even the most complex problems Build team brainstorming techniques that fight cognitive bias, streamline workplanning, and speed solutions Know when and how to employ modern analytic tools and techniques from machine learning to game theory Learn how to structure and communicate your findings to convince audiences and compel action The secrets revealed in Bulletproof Problem Solving will transform the way you approach problems and take you to the next level of business and personal success.

History of Christianity-Paul Johnson 2012-03-27 First published in 1976, Paul Johnson's exceptional study of Christianity has been loved and widely hailed for its intensive research, writing, and magnitude—"a tour de force, one of the most ambitious surveys of the history of Christianity ever attempted and perhaps the most radical" (New York Review of Books). In a highly readable companion to books on faith and history, the scholar and author Johnson has illuminated the Christian world and its fascinating history in a way that no other has. Johnson takes off in the year AD 49 with his namesake the apostle Paul. Thus beginning an ambitious quest to paint the centuries since the founding of a little-known 'Jesus Sect', A History of Christianity explores to a great degree the evolution of the Western world. With an unbiased and overall optimistic tone, Johnson traces the fantastic scope of the consequent sects of Christianity and the people who followed them. Information drawn from extensive and varied sources from around the world makes this history as credible as it is reliable. Invaluable understanding of the framework of modern Christianity—and its trials and tribulations throughout history—has never before been contained in such a captivating work.

Say It with Presentations: How to Design and Deliver Successful Business Presentations-Gene Zelazny 2000-01-11 Organize a powerful, effective business presentation and deliver it with style! Say it with Presentations helps you define why you're giving the presentation and the audience you need to convince. This compelling, comprehensive presentation toolkit tells you when, why, and how to use humor, and, yes, silence to get your points across...how to make the most of visuals...set up facilities and equipment...and rehearse to communicate your confidence, conviction and enthusiasm, and much, much more.

The Art of Logical Thinking-William Walker Atkinson 1909 This book contains a discursive study on the act or faculty of employing reason in argument, ratiocination, disputation and discussion.

In the Line of Fire-Jerry Weissman 2013 How to deal with brutal questions in front of an audience.

Say it with Charts-Gene Zelazny 1996 In this third edition, Gene Zelazny provides a portolio of over 80 complete charts, including pie, bar, column, line and dot charts, plus a new dictionary of 150 visual images that can be used to visualize non-quantitative ideas such as forces at work, interaction, leverage, and barriers. Other convey flow structure and process. Say It With Charts will help you choose the chart form that will work best and translate data and ideas into visual concepts. 4-color insert.

Writing that Works-Kenneth Roman 1992 A practical guide offers tips on how to develop a clear, effective writing style for proposals, PC documents, business memos, fund-raising announcements, resumes, cover letters, and more. Reprint.

Pyramids of Montauk-Preston B. Nichols 1995-01-01 During WWII there was an attempt to achieve invisibility called the Philadelphia Experiment. Afterward occurred the now famous time travel experiments named after the underground base at Montauk Point on Long Island. Now this third book in the Montauk series summarises the events of the first two books and then takes the reader on an even more spectacular journey. The discovery of ancient pyramids at Montauk leads to a connection with Ancient Egypt and its position as a gateway to other dimensions. Like a psychic detective story beyond the occult, venture into an unprecedented investigation of the mystery schools of the earth and their connection to Egypt, Atlantis, Mars and the star Sirius. Chapters on new psychotronic weapons, the history of Mars, the strange death of Ian Fleming in connection with the Philadelphia Experiment, underground at the Montauk Base.

Pyramid Quest-Robert M. Schoch 2005-06-02 The Egyptologist acclaimed for re-dating the Great Sphinx at Giza sets his sights on one of the true mysteries of antiquity: the Great Pyramid of Giza. What is the Great Pyramid of Giza? Ask that basic question of a traditional Egyptologist, and you get the basic, traditional answer: a fancy

tombstone for a self-important pharaoh of the Old Kingdom. This, Egyptologists argue, is the sole finding based on the data, and the only deduction supported by science. By implication, anyone who dissents from this point of view is unscientific and woolly-minded-a believer in magic and ghosts. Indeed, some of the unconventional ideas about the Great Pyramid do have a spectacularly fabulous ring to them. Yet from beneath the obvious terms of this controversy, a deeper, more significant question arises: how is it that the Great Pyramid exercises such a gripping hold on the human psyche-adding cryptic grace to the back of the one-dollar bill and framing myriad claims of New Age "pyramid power"? In Pyramid Quest, Robert M. Schoch and Robert Aquinas McNally use the rigorous intellectual analysis of scientific inquiry to investigate what we know about the Great Pyramid, and develop a stunning hypothesis: This ancient monument is the strongest proof yet that civilization began thousands of years earlier than is generally thought, extending far back into a little-known time. In tracing that story, we come to understand not only the Great Pyramid but also our own origins as civilized beings.

Discipline Equals Freedom-Jocko Willink 2020-10-13 In this expanded edition of the 2017 mega-bestseller, updated with brand new sections like DO WHAT MAKES YOU HAPPY, SUGAR COATED LIES and DON'T NEGOTIATE WITH WEAKNESS, readers will discover new ways to become stronger, smarter, and healthier. Jocko Willink's methods for success were born in the SEAL Teams, where he spent most of his adult life, enlisting after high school and rising through the ranks to become the commander of the most highly decorated special operations unit of the war in Iraq. In Discipline Equals Freedom, the #1 New York Times bestselling coauthor of Extreme Ownership describes how he lives that mantra: the mental and physical disciplines he imposes on himself in order to achieve freedom in all aspects of life. Many books offer advice on how to overcome obstacles and reach your goals--but that advice often misses the most critical ingredient: discipline. Without discipline, there will be no real progress. Discipline Equals Freedom covers it all, including strategies and tactics for conquering weakness, procrastination, and fear, and specific physical training presented in workouts for beginner, intermediate, and advanced athletes, and even the best sleep habits and food intake recommended to optimize

performance. FIND YOUR WILL, FIND YOUR DISCIPLINE--AND YOU WILL FIND YOUR FREEDOM

An Illustrated Book of Bad Arguments-Ali Almossawi 2014-09-23 "A flawless compendium of flaws." —Alice Roberts, PhD, anatomist, writer, and presenter of The Incredible Human Journey The antidote to fuzzy thinking, with furry animals! Have you read (or stumbled into) one too many irrational online debates? Ali Almossawi certainly had, so he wrote An Illustrated Book of Bad Arguments! This handy guide is here to bring the internet age a much-needed dose of old-school logic (really old-school, a la Aristotle). Here are cogent explanations of the straw man fallacy, the slippery slope argument, the ad hominem attack, and other common attempts at reasoning that actually fall short—plus a beautifully drawn menagerie of animals who (adorably) commit every logical faux pas. Rabbit thinks a strange light in the sky must be a UFO because no one can prove otherwise (the appeal to ignorance). And Lion doesn't believe that gas emissions harm the planet because, if that were true, he wouldn't like the result (the argument from consequences). Once you learn to recognize these abuses of reason, they start to crop up everywhere from congressional debate to YouTube comments—which makes this geek-chic book a must for anyone in the habit of holding opinions.

Madeline Hunter's Mastery Teaching-Robin Hunter 2004-04-20 Updated Edition of Bestseller Madeline Hunter's authoritative guide to effective instruction, newly updated and expanded for today's learners! This classic resource is the best-selling guide to rigorous standards-based instruction that covers teaching to both sides of the brain, teaching for meaning and retention, and teaching to real-life situations. This exciting new edition features: Instruction, learning, motivation, guided practice, and behavior integrated into a comprehensive and effective model for classroom teaching Newly updated and expanded content to encompass teaching for independent learning Teaching tips, classroom examples, recommended readings, a new comprehensive index, and a discussion guide for each chapter

The McKinsey Engagement: A Powerful

Toolkit For More Efficient and Effective Team Problem Solving-Paul N. Friga 2008-09-14 The third volume in the internationally bestselling McKinsey Trilogy, The McKinsey Engagement is an action guide to realizing the consistently high level of business solutions achieved by the experts at the world's most respected consulting firms. Former consultant Dr. Paul Friga distills the guiding principles first presented in the bestselling The McKinsey Way and the tested-in-the-trenches methodologies outlined in The McKinsey Mind, and combines them with many of the principles and procedures implemented by the military and other organizations. The result is nothing less than the business equivalent of a Special Forces Field Manual. True to its stated goal of arming consultants and corporate problem solvers with a blueprint for achieving consistently phenomenal results, The McKinsey Engagement is short on theory and long on action. Each chapter focuses on one element in the celebrated TEAM FOCUS problem-solving model and features a concise discussion of a key concept or principle, followed by: Clear rules of engagement A set of operating tactics Sophisticated problem solving tools Easy-to-follow action steps Exercises, checklists, and training tips War stories and best practices case studies A toolkit for bringing clarity, discipline, and purpose to all your problem-solving and change management initiatives, The McKinsey Engagement is an indispensable guide for consultants, as well as for executives, managers, students, and corporate trainers.

The Mind Of The Strategist-Ohmae 2002-07-01 Since its original publication by McGraw-hill almost 10 years ago, this best-selling guide to the inner workings of Japanese strategic thinking has become an acknowledged classic. Kenichi Ohmae a business strategist of international renown provides a Compelling account of the reasons why companies dominate the global processes and planning techniques, why they work, and how companies can benefit from focusing on the three essential elements of any strategic plan: company customer and competition. Replete with numerous illustrative case histories of strategic thinking in action, Ohmae s classic work continues to inspire managers at all levels to new heights of bold, imaginative strategic thinking.

Tao Te Ching-Laozi 2015-09-23 The Tao Te

Ching is fundamental to the Taoist school of Chinese philosophy and strongly influenced other schools, such as Legalism and Neo-Confucianism. This ancient book is also central in Chinese religion, not only for Taoism but Chinese Buddhism, which when first introduced into China was largely interpreted through the use of Taoist words and concepts. Many Chinese artists, including poets, painters, calligraphers, and even gardeners have used the Tao Te Ching as a source of inspiration. Its influence has also spread widely outside East Asia, aided by hundreds of translations into Western languages. Notice: This Book is published by Historical Books Limited (www.publicdomain.org.uk) as a Public Domain Book, if you have any inquiries, requests or need any help you can just send an email to publications@publicdomain.org.uk This book is found as a public domain and free book based on various online catalogs, if you think there are any problems regard copyright issues please contact us immediately via DMCA@publicdomain.org.uk

Being Logical-D.Q. McInerny 2004-08-03 An essential tool for our post-truth world: a witty primer on logic—and the dangers of illogical thinking—by a renowned Notre Dame professor Logic is synonymous with reason, judgment, sense, wisdom, and sanity. Being logical is the ability to create concise and reasoned arguments—arguments that build from given premises, using evidence, to a genuine conclusion. But mastering logical thinking also requires studying and understanding illogical thinking, both to sharpen one's own skills and to protect against incoherent, or deliberately misleading, reasoning. Elegant, pithy, and precise, Being Logical breaks logic down to its essentials through clear analysis, accessible examples, and focused insights. D. Q. McInerney covers the sources of illogical thinking, from naïve optimism to narrow-mindedness, before dissecting the various tactics—red herrings, diversions, and simplistic reasoning—the illogical use in place of effective reasoning. An indispensable guide to using logic to advantage in everyday life, this is a concise, crisply readable book. Written explicitly for the layperson, McInerny's Being Logical promises to take its place beside Strunk and White's The Elements of Style as a classic of lucid, invaluable advice. Praise for Being Logical "Highly readable . . . D. Q. McInerny offers an introduction to symbolic logic in plain English, so you can finally be clear

on what is deductive reasoning and what is inductive. And you'll see how deductive arguments are constructed."—Detroit Free Press "McInerny's explanatory outline of sound thinking will be eminently beneficial to expository writers, debaters, and public speakers."—Booklist "Given the shortage of logical thinking, And the fact that mankind is adrift, if not sinking, It is vital that all of us learn to think straight. And this small book by D.Q. McInerny is great. It follows therefore since we so badly need it, Everybody should not only but it, but read it." —Charles Osgood

You're Not Listening-Kate Murphy 2020-01-07 When was the last time you listened to someone, or someone really listened to you? "If you're like most people, you don't listen as often or as well as you'd like. There's no one better qualified than a talented journalist to introduce you to the right mindset and skillset—and this book does it with science and humor." -Adam Grant, #1 New York Times bestselling author of Originals and Give and Take "An essential book for our times." -Lori Gottlieb, New York Times bestselling author of Maybe You Should Talk to Someone At work, we're taught to lead the conversation. On social media, we shape our personal narratives. At parties, we talk over one another. So do our politicians. We're not listening. And no one is listening to us. Despite living in a world where technology allows constant digital communication and opportunities to connect, it seems no one is really listening or even knows how. And it's making us lonelier, more isolated, and less tolerant than ever before. A listener by trade, New York Times contributor Kate Murphy wanted to know how we got here. In this always illuminating and often humorous deep dive, Murphy explains why we're not listening, what it's doing to us, and how we can reverse the trend. She makes accessible the psychology, neuroscience, and sociology of listening while also introducing us to some of the best listeners out there (including a CIA agent, focus group moderator, bartender, radio producer, and top furniture salesman). Equal parts cultural observation, scientific exploration, and rousing call to action that's full of practical advice, You're Not Listening is to listening what Susan Cain's Quiet was to introversion. It's time to stop talking and start listening.

Articulating Design Decisions-Tom Greever

2015-09-25 Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project—with the goal of creating the best experience for the end user. Walk through the process of preparing for and presenting your designs Understand stakeholder perspectives, and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and formulas for expressing the most effective response to feedback Discover why the way you follow through is just as crucial as the meeting itself Educate your stakeholders by sharing the chapter from this book on how to work with designers

The Firm-Duff McDonald 2014-09-30 A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing.

Welcome to the Creative Age-Mark Earls 2003-01-03 This book chronicles the dawn of the age of creativity in business, when new ideas and practices based on creativity will drastically change the way we do business. Starting with an overview of the age of marketing, the book winds its way through the past and the present to show us the future of business, backed up with insights from sociology and psychology.