

Produtividade Para Quem Quer Tempo Aprenda A Prod

Think Like an Artist by BBC Arts editor Will Gompertz - wisdom and smart thinking from Da Vinci to Ai Weiwei Why do some people seem to find it easy to come up with brilliant, fresh ideas? And how do they turn them into something worthwhile? Will Gompertz, the BBC's Arts Editor and a former director at the Tate, has spent years getting up close and personal with some of the world's greatest creative thinkers. And he's discovered a handful of traits that are common to all successful people, from novelists and film directors to scientists and philosophers. These basic practices allow their talent to flourish. And they can be adopted by all of us - no matter what we do in life - to unleash our own latent creativity and help us achieve extraordinary things. It's time to Think Like An Artist. 'Will Gompertz is the best teacher you never had' Guardian As the BBC's Arts Editor, Will Gompertz has interviewed and observed many of the world's leading artists, directors, novelists, musicians, actors and designers. Creativity Magazine in New York ranked him as one of the 50 most original thinkers in the world. He is the author of the international bestselling art history book What Are You Looking At? which has been published in over 15 languages.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the “data-analytic thinking” necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

A few words about Dostoevsky himself may help the English reader to understand his work. Dostoevsky was the son of a doctor. His parents were very hard-working and deeply religious people, but so poor that they lived with their five children in only two rooms. The father and mother spent their evenings in reading aloud to their children, generally from books of a serious character. Though always sickly and delicate Dostoevsky came out third in the final examination of the Petersburg school of Engineering. There he had already begun his first work, “Poor Folk.” This story was published by the poet Nekrassov in his review and was received with acclamations. The shy, unknown youth found himself instantly something of a celebrity. A brilliant and successful career seemed to open before him, but those hopes were soon dashed. In 1849 he was arrested.

Written in a simple and easily understandable style, Concentration is a classic among books on the art of meditation. Published, as it was, before our fascination with things New Agey, it dispels many of the myths and misconceptions that have arisen and been promoted out of that movement. And for this reason alone, for the preservation of the truth, it is worth its weight in gold. First and foremost among the myths it dispels is the idea that developing concentration is really of no consequence in the practical application of the art of meditation, as some so-called New Age gurus would have people believe. This is like saying that for an automobile to function properly it doesnt need gasoline! Without the ability to concentrate, our efforts at meditation will result only in going nowhere, in spinning our wheels in an unending rut.

The Acclaimed Time-Management System That Has Transformed How We Work

The Art of Doing Twice the Work in Half the Time

Do what you never thought possible with your time and attention... and regain control of your life

The Courage to Be Who We Are

The Pomodoro Technique

Tistou of the Green Thumbs; 0

10 Moves to Stress-Free Productivity

The Last Cowboys of San Geronimo

For those who believe that there must be a more agile and efficient way for people to get things done, here is a brilliantly discursive, thought-provoking book about the leadership and management process that is changing the way we live. In the future, historians may look back on human progress and draw a sharp line designating “before Scrum” and “after Scrum.” Scrum is that ground-breaking. It already drives most of the world’s top technology companies. And now it’s starting to spread to every domain where leaders wrestle with complex projects. If you’ve ever been startled by how fast the world is changing, Scrum is one of the reasons why. Productivity gains of as much as 1200% have been recorded, and there’s no more lucid - or compelling - explainer of Scrum and its bright promise than Jeff Sutherland, the man who put together the first Scrum team more than twenty years ago. The thorny problem Jeff began tackling back then boils down to this: people are spectacularly bad at doing things with agility and efficiency. Best laid plans go up in smoke. Teams often work at cross purposes to each other. And when the pressure rises, unhappiness soars. Drawing on his experience as a West Point-educated fighter pilot, biometrics expert, early innovator of ATM technology, and V.P. of engineering or CTO at eleven different technology companies, Jeff began challenging those dysfunctional realities, looking for solutions that would have global impact. In this book you’ll journey to Scrum’s front lines where Jeff’s system of deep accountability, team interaction, and constant iterative improvement is, among other feats, bringing the FBI into the 21st century, perfecting the design of an affordable 140 mile per hour/100 mile per gallon car, helping NPR report fast-moving action in the Middle East, changing the way pharmacists interact with patients, reducing poverty in the Third World, and even helping people plan their weddings and accomplish weekend chores. Woven with insights from martial arts, judicial decision making, advanced aerial combat, robotics, and many other disciplines, Scrum is consistently riveting. But the most important reason to read this book is that it may just help you achieve what others consider unachievable - whether it be inventing a trailblazing technology, devising a new system of education, pioneering a way to feed the hungry, or, closer to home, a building a foundation for your family to thrive and prosper.

The book Lifehack calls "The Bible of business and personal productivity." "A completely revised and updated edition of the blockbuster bestseller from ‘the personal productivity guru’"—Fast Company Since it was first published almost fifteen years ago, David Allen’s Getting Things Done has become one of the most influential business books of its era, and the ultimate book on personal organization. “GTD” is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites, organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace, and adding material that will make the book fresh and relevant for years to come. This new edition of Getting Things Done will be welcomed not only by its hundreds of thousands of existing fans but also by a whole new generation eager to adopt its proven principles.

Printed in full color. Software development happens in your head. Not in an editor, IDE, or designtool. You're well educated on how to work with software and hardware, but what about wetware--our own brains? Learning new skills and new technology is critical to your career, and it's all in your head. In this book by Andy Hunt, you'll learn how our brains are wired, and how to take advantage of your brain's architecture. You'll learn new tricks and tipsto learn more, faster, and retain more of what you learn. You need a pragmatic approach to thinking and learning. You need to Refactor Your Wetware. Programmers have to learn constantly; not just the stereotypical new technologies, but also the problem domain of the application, the whims of the user community, the quirks of your teammates, the shifting sands of the industry, and the evolving characteristics of the project itself as it is built. We'll journey together through bits of cognitive and neuroscience, learning and behavioral theory. You'll see some surprising aspects of how our brains work, and how you can take advantage of the system to improve your own learning and thinking skills. In this book you'll learn how to: Use the Dreyfus Model of Skill Acquisition to become more expert Leverage the architecture of the brain to strengthen different thinking modes Avoid common "known bugs" in your mind Learn more deliberately and more effectively Manage knowledge more efficiently

Poetic reflections on the asymptotic nature of intellectual growth

The Discipline of Getting Things Done

Smarter Faster Better

How to Transform Your Marketing Organization

The Ultimate Simple Productivity System

Storytelling in Design

Focus On What You Can Change (Ignore the Rest)

What You Need to Know about Data Mining and Data-Analytic Thinking

The ONE Thing

The go-to guide for smart REIT investing The Intelligent REIT Investor is the definitive guide to real estate investment trusts, providing a clear, concise resource for individual investors, financial planners, and analysts—anyone who prioritizes dividend income and risk management as major components to wealth-building. The REIT industry experienced a watershed event when Standard & Poors created a new Global Industry Classification Standard (GICS) sector called Real Estate. Publicly traded equity REITs have been removed from Financials, where they have been classified since their creation in 1960, and have begun trading as their own S&P Sector. This separation from banks and financial institutions has attracted new investors, but REITs require an industry-specific knowledge that is neither intuitive nor readily accessible to newcomers—until now. Using straightforward language and simple example to illustrate important concepts, this book will enable any reader to quickly learn and understand the lexicon and valuation techniques used in REIT investing, providing a wealth of practical resources that streamline the learning process. The discussion explains terminology, metrics, and other key points, while examples illustrate the calculations used to evaluate opportunities. A comprehensive list of publicly-traded REITs provides key reference, giving you access to an important resource most investors and stockbrokers lack. REITs are companies that own or finance commercial rental properties, such as malls and apartment buildings. Despite historically high total returns relative to other investments, such as the Nasdaq or S&P 500 index, most investors are unfamiliar with the REIT industry, and wary of investing without adequate background. This book gets you up to speed on the essentials of REIT investing so you can make more informed—and profitable—decisions. Understand REITs processes, mechanisms, and industry Calculate key metrics to identify suitable companies Access historical performance tables and industry-specific terminology Identify publicly-traded REITs quickly and easily REITs have consistently outperformed many more widely known investments. Over the past 15-year period, for example, REITs returned an average of 11% per year, better than all other asset classes. Since 2009, REITs have enjoyed positive returns; large cap stocks and cash are the only other classes that paralleled that record. Even in 2015, a 'year of fear' related to rising rates, REITs returned 2.4%, beating most all other asset classes. REITs have a long history (over fifty years) of performance, and have entered the big leagues. If you feel like you've been missing out, don't keep missing out. Prepare yourself, and your portfolio, to benefit from the demand for REITs that have followed the creation of a Real Estate GICS sector. The Intelligent REIT Investor gives you the information you need to invest wisely and manage your real estate risk effectively. By maintaining a tactical exposure in the brick and mortar asset class, investors should benefit from the information contained in The Intelligent REIT Investor. Join the REIT world and look forward to owning stocks that will help you to sleep well at night.

An innovative guide to living gamefully, based on the program that has already helped nearly half a million people achieve remarkable personal growth In 2009, internationally renowned game designer Jane McGonigal suffered a severe concussion. Unable to think clearly or work or even get out of bed, she became anxious and depressed, even suicidal. But rather than let herself sink further, she decided to get better by doing what she does best: she turned her recovery process into a resilience-building game. What started as a simple motivational exercise quickly became a set of rules for “post-traumatic growth” that she shared on her blog. These rules led to a digital game and a major research study with the National Institutes of Health. Today nearly half a million people have played SuperBetter to get stronger, happier, and healthier. But the life-changing ideas behind SuperBetter are much bigger than just one game. In this book, McGonigal reveals a decade’s worth of scientific research into the ways all games—including videogames, sports, and puzzles—change how we respond to stress, challenge, and pain. She explains how we can cultivate new powers of recovery and resilience in everyday life simply by adopting a more “gameful” mind-set. Being gameful means bringing the same psychological strengths we naturally display when we play games—such as optimism, creativity, courage, and determination—to real-world goals. Drawing on hundreds of studies, McGonigal shows that getting superbetter is as simple as tapping into the three core psychological strengths that games help you build: • Your ability to control your attention, and therefore your thoughts and feelings • Your power to turn anyone into a potential ally, and to strengthen your existing relationships • Your natural capacity to motivate yourself and super-charge your heroic qualities, like willpower, compassion, and determination SuperBetter contains nearly 100 playful challenges anyone can undertake in order to build these gameful strengths. It includes stories and data from people who have used the SuperBetter method to get stronger in the face of illness, injury, and other major setbacks, as well as to achieve goals like losing weight, running a marathon, and finding a new job. As inspiring as it is down to earth, and grounded in rigorous research, SuperBetter is a proven game plan for a better life. You’ll never say that something is “just a game” again.

The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset “Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates, GatesNotes After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

Each and every one of us has come to this earthly plane with a mission, a purpose to be fulfilled. Despite the fact that, on the surface, we are not equal and have different qualities, we are united in one unique purpose that, at the end of the day, is the expansion of consciousness. Consciousness expands through love. That is why I often say that our work as human beings is to awaken love in everyone, everywhere. I now want to invite you to embark with me on a journey towards the expansion of consciousness. It is an adventure full of uncertainty and challenges that will take us from the seed to the fruit, from Earth to heaven, from forgetfulness to remembrance, from being asleep to the state of an awake consciousness. It is a journey that reveals the infinite unfoldings of love--this power that inhabits us, moves us and liberates us. It is part of our mission to reach the answer to these questions. We are constantly being encouraged to ask and find answers to questions like these and invited to perceive and understand the Mystery. Nature has sent very clear messages that the time has arrived for us to awaken from the dream of forgetfulness and wake up to reality. With so much information available on the unsustainable nature of our lifestyle, it is no longer acceptable for us to continue to act without a minimum of environmental awareness. It is now inconceivable that we are still so skeptical and closed that we cannot perceive the greater reality that transcends matter, since it is this shut-down state that prevents us from having access to the purpose of life. I, as a spiritual master but, above all, as a conscientious human being, have the obligation to tell the truth, no matter how painful it might be: we human beings are heading for a great failure. We have been unable to find this so desired happiness until this point in our passage here on Earth. This is because we are looking in the wrong place--outside ourselves. Happiness does not lie in the future, in material goods or in the opinion other people have of us. It is here and now, inside us. We need to have the courage and humility to give up our pride and take responsibility for our mistakes. We need to cure ourselves of egoism and only self-knowledge can bring about this cure. It was precisely with the intention of offering instruments that allow and facilitate the process of self-knowledge but, above all, with the aim of giving movement to an energy that can drive a real transformation that I decided to write this book. Love is the seed, the sap and the flavor of the fruit. It is the beauty and the fragrance of the flower. The beginning, the middle and the end. Awakening love is the reason why we are here. May the message contained in this book serve as an inspiration and guide for your journey. About the Author: Sri Prem Baba was born in São Paulo, Brazil and studied psychology and yoga. He became a disciple of the master Sri Sachcha Baba Maharaj Ji, of the Indian Sachcha lineage. He splits his time between Brazil and India, where he gives lectures and offers retreats. He is also the author of Transformando o sofrimento em alegria (From Suffering to Joy) and Amar e ser livre: as bases de uma nova sociedade (Love and Be Free: the basis for a new society). He has also written messages of wisdom which he calls the "Flower of the Day," distributed on a daily basis to thousands of people and translated into various languages.

The Effective Executive

Office Not Required

Assuma o comando da sua vida

Procrastinate on Purpose

Think Simple

Execution

Why We Do What We Do in Life and Business

5 Permissions to Multiply Your Time

Zen To Done is a simple system to help you get organized and productive--keeping your life saner and less stressed--with a set of simple habits. Zen To Done takes some of the best aspects of popular productivity systems (GTD, Stephen Covey, and others), then combines and simplifies them, giving you just what you need--and no more. Simply put, ZTD teaches you: (1) The key habits needed to be organized and productive. (2) How to implement these habits. (3) How to organize the habits into a simple system that will keep everything in your life in its place. (4) How to simplify what you need to do. (5) How to implement an even simpler version called Minimal ZTD. If you're tired of doing things the hard way and just want a simple, easy, yet effective way to accomplish your goals, Zen To Done is just what you need.

With the wide variety of devices, touch points, and channels in use, your ability to control how people navigate your well-crafted experiences is fading. Yet it's still important to understand where people are in their journey if you're to deliver the right content and interactions atthe right time and on the right device. This practical guide shows you how storytelling can make a

powerful difference in product design. Author Anna Dahlström details the many ways you can use storytelling in your projects and throughout your organization. By applying tried-and-tested principles from film and fiction to the context of design and business, you'll learn to create great product experiences. Learn how the anatomy of a great story can make a difference in product design Explore how traditional storytelling principles, tools, and methods relate to key product design aspects Understand how purposeful storytelling helps tell the right story and move people into action Use storytelling principles to tell, sell, and present your work

In his international bestseller The Power of Habit, Pulitzer Prize-winner Charles Duhigg explained why we do what we do. Now he applies the same relentless curiosity and masterful analysis to the question: how can each of us achieve more? Drawing on the very latest findings in neuroscience, psychology and behavioural economics, he demonstrates the eight simple principles that govern productivity. He demonstrates how the most dynamic and effective people – from CEOs to film-makers to software entrepreneurs – deploy them. And he shows how you can, too. ‘Charles has some wonderful advice for increasing productivity . . . the tips he highlights have most definitely played a huge part in helping me to build the Virgin brand.’ Richard Branson ‘I’m Smarter Faster Better Duhigg finds provocative answers to a riddle of our age: how to become more productive (by two times, or even ten times) and less busy.’ Jim Collins ‘There are valuable lessons in Smarter Faster Better . . . I never felt like putting it down.’ Financial Times

An accessible, practical, step-by-step how-to guide that supplements Getting Things Done by providing the details, the how-to’s, and the practices to apply GTD more fully and easily in daily life The incredible popularity of Getting Things Done revealed people’s need to take control of their own productivity with a system that reduces the stress of staying on top of it all. Around the world hundreds of certified trainers and coaches are engaged full time in teaching the process, supported by a grassroots movement of Meetup groups, Linkedln groups, Facebook groups, podcasts, blogs and dozens of apps based on it. While Getting Things Done remains the definitive way to gain perspective over work and create the mental space for creativity and mindfulness, The Getting Things Done Workbook enhances the original by providing an accessible guide to the GTD methodology in workbook form. The workbook divides the process into small, manageable segments to allow for easier learning and doing. Each chapter identifies a challenge the reader may be facing—such as being overwhelmed by too many to-do lists, a messy desk, or email overload—and explains the GTD concept to address. The lessons can be learned and implemented in almost any order, and whichever is adopted will provide immediate benefits. This handy instructional manual will give both seasoned GTD users and newcomers alike clear action steps to take to reach a place of sustained efficiency.

The Secret to Peak Productivity

The Getting Things Done Workbook

Positive Intelligence

8 Steps to High Performance

Crime And Punishment

Pragmatic Thinking and Learning

The Intelligent REIT Investor

How to trade financial markets logically

Chamine exposes how your mind is sabotaging you and keeping your from achieving your true potential. He shows you how to take concrete steps to unleash the vast, untapped powers of your mind.

☐ More than 500 appearances on national bestseller lists ☐ #1 Wall Street Journal, New York Times, and USA Today ☐ Won 12 book awards ☐ Translated into 35 languages ☐ Voted Top 100 Business Book of All Time on Goodreads People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions—and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life—work, personal, family, and spiritual. WHAT’S YOUR ONE THING?

#1 NEW YORK TIMES BESTSELLER ☐ More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you’re running an entire company or in your first management job. “A must-read for anyone who cares about business.”—The New York Times When Execution was first published, it changed the way we did our jobs by focusing on the critical importance of “the discipline of execution”: the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future: ☐ Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge. ☐ Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management. ☐ Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. ☐ Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a “vision” and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

When times are particularly difficult, and you are likely to slip into despair, some of the greatest pop songs can provide true comfort to make it through the pain. The problem with advice in general is that we often don't take it. The great thing about advice songs is that you can kick back and listen to someone else coach you through a tough situation while rocking out at the same time. This wonderful book lists 250 of the best pop songs for those times that solid life advice is needed. The songs represent all popular music styles from the last fifty years, from rock to folk, and from punk to hip hop. There are for example many times in which the three words "let it be" are words of wisdom. Although the lyrics may have originally been written in reference to interpersonal difficulties within the Beatles, the song does possess a universality that makes "Let It Be" one of the great advice pop songs of all time. Other famous pop music advice to live by: "You Can't Always Get What You Want" by The Rolling Stones "If You Love Somebody, Set Them Free" by Sting "Don't Worry, Be Happy" by Bobby McFerrin "Always Look on the Bright Side of Life" by Eric Idle Don't Eat the Yellow Snow (Frank Zappa) is a collection of all the famous advice songs and many surprises as well. It gives the reader the song titles, painted by hand by the designer, and a striking quote from the song lyrics as well as indices on artist and themes. This well produced, iconic looking album of words of wisdom from pop music is the perfect gift for music lovers of all ages.

Produtividade para quem quer tempo

Data Science for Business

The New Psychology of Success

Don't Read this Book

Scrum

The Power of Habit

Creativity, Inc.

A Guide to Mental Mastery

NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal • Financial Times In The Power of Habit, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author “Sharp, provocative, and useful.”—Jim Collins “Few [books] become essential manuals for business and living. The Power of Habit is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good.”—Financial Times “A flat-out great read.”—David Allen, bestselling author of Getting Things Done: The Art of Stress-Free Productivity “You’ ll never look at yourself, your organization, or your world quite the same way.”—Daniel H. Pink, bestselling author of Drive and A Whole New Mind “Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change.”—The New York Times Book Review

In this constantly-connected, do-more-with-less world, being able to increase your productivity is a real advantage. Certified Professional Organizer (CPO(R)) and productivity expert Tamara Myles has developed a simple model-the Productivity Pyramid-which provides an actionable framework for anyone to achieve better results. Based on a sequence of steps leading to peak performance, the author’s easily adapt able system consists of five levels:
* Physical Organization: from decluttering to filing-fool-proof strategies for handling incoming papers and ensuring information remains accessible
* Electronic Organization: from dealing with email to electronic file management options such as cloud computing
* Time Management: mastering the three P’s-Plan, Prioritize, and Perform
* Activity-Goal Alignment: breaking objectives into specific, relevant, and measurable daily tasks
* Possibility: identifying new life and business goals that will help you reach your greatest potential Since no single solution will work for everyone, The Secret to Peak Productivity helps you tailor your own personal plan. First, a quick assessment determines your strengths and weaknesses and pinpoints where to focus for immediate results. Then, as you reach each productivity level, you will find a range of potential strategies-allowing you to choose the ones that are right for you for truly remarkable results.

Available through bookstores for the first time, the internationally acclaimed time management system that has been used by millions, written by Francesco Cirillo, creator of the Pomodoro Technique. Francesco Cirillo developed his famed system for improving productivity as a college student thirty years ago. Using a kitchen timer shaped like a pomodoro (Italian for tomato), Cirillo divided the time he spent working on a project into 25-minute intervals, with 5-minute breaks in between, in order to get more done, without interruptions. By grouping a number of pomodoros together, users can tackle a project of any length, and drastically improve their productivity, enhance their focus, and better achieve their goals. Originally self-published, and shared virally online, this new publication of The Pomodoro Technique includes several new chapters on how teams can use the pomodoro method to save time and increase productivity. The process underlying Cirillo ’ s technique includes five stages: planning the day ’ s tasks, tracking your efforts, recording your daily activities, processing what you have done, and visualizing areas for improvement. With this tried and tested method, readers can simplify their work, find out how much time and effort a task really requires, and improve their focus so they can get more done in the same amount of time each day.

What is the Wyckoff Methodology? It is a Technical Analysis approach based on the study of supply and demand; that is, on the continuous interaction between buyers and sellers. The approach is simple: when well-informed traders want to buy or sell, they carry out processes that leave their traces on the chart through price and volume. The Wyckoff Methodology tries to identify that professional intervention to try to elucidate who is most likely to be in control of the market and enable us to pose judicious scenarios of where the price is most likely to go. Why should you study this methodology, and why this book? Unique theoretical conceptual framework This is the cornerstone of the methodology, which makes it stand above any other form of technical analysis; and that is because it is the only one that informs us about what is really happening in the market in a logical manner. This approach is based on a real underlying logic through its 3 fundamental laws: Law of Supply and Demand. It is the true engine of the market. You will learn to analyze the traces left by the interactions between the major traders. Law of Cause and Effect. The idea is that something cannot happen out of the blue; that for the price to develop a trend movement (effect) it must first have built a cause previously. Law of Effort and Result. It is about analyzing price and volume in comparative terms to conclude whether the market actions denote harmony or divergence. It is a universal analysis approach, where its reading is applicable to any financial market and over any time frame. It is recommended to analyze centralized markets such as stocks and futures where volume is genuine and representative; as well as assets with sufficient liquidity in order to avoid possible manipulation maneuvers. Price and volume analytical tools We will understand that markets do not move in a straight line but in waves of varying degrees, which create trends and ranges. We will learn to also assess the health of the trend with the most useful analyses of price action (velocity, projection, depth) and gain much more valuable insight into the use of trend lines. It provides context and roadmap Thanks to the accumulation and distribution structures we will be able to identify the professional’s participation as well as the general market sentiment up to the present moment, enabling us to pose truly objective scenarios. The Events and Phases are unique elements of the methodology and help us to guide the development of the structures. This puts us in a position of what to expect the price to do following the occurrence of each of them, giving us a roadmap to follow at all times. It determines high probability trading zones The Methodology provides us with the exact zones on which we will act, as well as examples of triggers to enter the market, making it as easy as possible to know where to look for trades. In addition, the book includes a section on position management where different configurations for setting stop losses and taking targets are discussed. Finally, we include a section of case studies where we analyze real market examples in different assets and time frames. I sincerely hope you enjoy it and find it valuable.

. . . and Lead a More Creative, Productive Life

I Touch the Earth, the Earth Touches Me

The Surprisingly Simple Truth Behind Extraordinary Results

The Art of Stress-Free Productivity

Think Like an Artist

You just need to take that first step in order to have an agile and innovative business

A Novel

The Color of Our Sky

TRABALHE MENOS, REALIZE MAIS É comum ouvirmos das pessoas que o dia deveria ter 48 horas para conseguirmos dar conta dele. No entanto, a vida pode ser muito mais do que simplesmente cumprir tarefas e se sentir frustrado porque a check-list nunca acaba. Geronimo Theml apresenta um Método de

Produtividade Inteligente, que consiste em instalar no leitor o hábito de realizar seus objetivos de forma ordenada (e trabalhando menos!). Aprenda a ser produtivo e tranquilo, entenda como parar de adiar o que deve ser feito e ainda tenha tempo para começar a construir histórias incríveis, as

quais você vai se orgulhar de contar no futuro. O objetivo deste livro é ensiná-lo a trabalhar menos e realizar mais, para que nenhum sonho seja grande demais, e nenhum domingo à noite se torne motivo de ansiedade. Descubra o caminho para a Produtividade Nível A de Geronimo Theml e equilibre

todas as áreas da sua vida com menos esforço e muito mais felicidade.

The second book in Kiera Cass’s #1 New York Times bestselling Selection series With even more glamour, intrigue, and swoon-worthy romance, this sparkling sequel to The Selection will captivate readers who loved Veronica Roth’s Divergent, Lauren Oliver’s Delirium, or Renée Ahdieh’s The Wrath & the Dawn. Thirty-five girls came to the palace to compete in the Selection, and to win Prince Maxon’s heart. Now six girls remain, and the competition is fiercer than ever—but America Singer is still struggling to decide where her heart truly lies. Is it Prince Maxon—and life as the queen—that she wants? Or is it still Aspen, her first love?

The classic guide to working from home and why we should embrace a virtual office, from the bestselling authors of Rework “A paradigm-smashing, compulsively readable case for a radically remote workplace.”—Susan Cain, New York Times bestselling author of Quiet Does working from home—or anywhere else but the office—make sense? In Remote, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument. While providing a complete overview of remote work’s challenges, Jason and David persuasively argue that, often, the advantages of working “off-site” far outweigh the drawbacks. In the past decade, the “under one roof” model of conducting work has been steadily declining, owing to technology that is rapidly creating virtual workspaces. Today the new paradigm is “move work to the workers, rather than workers to the workplace.” Companies see advantages in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work means working at the best job (not just one that is nearby) and achieving a harmonious work-life balance while increasing productivity. And those are just some of the perks to be gained from leaving the office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you’re a manager fretting over how to manage workers who “want out” or a worker who wants to achieve a lifestyle upgrade while still being a top performer professionally, this book is your indispensable guide.

If you want something that does not exist it’s probably because it has demand and a market! Today we have thousands of businessmen who dream of doing one thing: INNOVATE! Innovation is the sacred chalice of business of success. However, how can we start? Do you know what to do or which direction you have to take to do something that will touch people’s lives and change your market? Gustavo Caetano learned to see small problems that needed immediate solution and how to change the course of your business to keep growing. What he wants the most is to see the reader innovate too. Whoever reads this book will find that, contrary to what one thinks and says, innovating is SIMPLE. In this book, you will learn:
• How failure can shape the mentality for success?
• What makes the innovative DNA?
• What is the logic of simplicity to encourage innovation?
• The importance of being agile and keep yourself with high innovative potential.
• How not to believe the phrase "it has always been this way" Learn the simple business method with Gustavo Caetano, who started in this field with one idea when he was only 19 years old. He built one of the most innovative companies from Brazil. Gustavo Caetano is one of the brazilians most influential people on the internet, according to LinkedIn and GQ magazine. He studied innovation and creativity at MIT (Boston), Stanford (Palo Alto), university of Disney (Orlando) and Syngularity (NASA / California). His company, Samba Tech, is reference and was awarded in several countries. Caetano has already talked for companies like Algar, Oracle, IBM, Microsoft, SAP, Adobe, Bosch, Philips, TV Globo, Stafanini, Estácio, Fiat, Iveco, Visa, Shops Renner, Votorantim, Sicredi and Unimed, as well as

international events on Nasdaq, MIT and SXSW in Texas.

The Secrets of Being Productive

Mindset

The Elite

Defining, Designing, and Selling Multidevice Products

Chegou a hora de parar de tentar e começar a conseguir.

Getting Things Done
 Dream Big
 Concentration

“My friend - and now partner - Jorge Paulo and his team are among the best businessmen in the world. He is a fantastic person and his story should be an inspiration to everybody, as it is for me.” - Warren Buffett In just over forty years, Jorge Paulo Lemann, Marcel Telles and Beto Sicupira built the biggest empire in the history of Brazilian capitalism and launched themselves onto the world stage in an unprecedented way. Over the past five years, they have acquired no fewer than three globally-recognized American brands: Budweiser, Burger King and Heinz. This has been achieved as discreetly as possible and they have shunned any personal publicity. The management method they developed, which has been zealously followed by their employees, is based on meritocracy, simplicity and constant cost cutting. Their culture is as efficient as it is merciless and leaves no room for mediocre performances. On the other hand, those who bring in exceptional results have the chance to become company partners and make a fortune. Dream Big presents a detailed behind-the-scenes portrait of the meteoric rise of these three businessmen, from the founding of Banco Garantia in the 1970s to the present day. In 1971, when the Brazilian stock market was going through an euphoria, Harvard graduate, tennis champion and underwater fishing enthusiast from Rio de Janeiro Jorge Paulo Lemann decided to start a new business. He assembled some partners and put out a newspaper ad: “Brokerage wanted.” Days later, Lemann began running what would become the cornerstone of his fortune and those of over 200 other people. Its name was Garantia. The “Garantia model” was based on businesses that impressed Lemann, such as Goldman Sachs in finance and Walmart in retail. Its philosophy gave the best workers the opportunity to become shareholders.

“One of the most compelling novels I’ve read in a long time.” —Eowyn Ivey One of Amazon’s Top 100 Books of the Year A Library Journal’s High-Profile Debut “Shares the trail with the likes of Edward Abbey, Cormac McCarthy, and Larry McMurtry.” —Craig Johnson, best-selling author of the Walt Longmire Mysteries, the basis for the hit showLongmire When Silas Van Loy flees home on horseback to avoid capture for his brother’s murder, he is followed by both the police and his brother’s wife, Lena, who is intent on exacting revenge. She reluctantly lets her trusted stable assistant join her in a journey across the wilds of Northern California in the hopes of catching Silas for one final showdown. Stansel follows the chase and shares the story of the brothers’ rise from hardscrabble childhood to their reign as the region’s preeminent horse trainers, tracking the tense sibling rivalry that ultimately leads to the elder’s death. A “fast-paced, moving narrative in which family loyalty is tested, broken, and redeemed in unexpected ways,”* The Last Cowboys of San Geronimo will satisfy fans of Kent Haruf, Charles Portis, Molly Gloss, and Smith Henderson, and establish Stansel as a new voice in this grand tradition. “To find a story set in the horse world, entwined with horses and horse people, yet without reading like the typical ‘horse book’? That’s a rare thing indeed. That’s exactly the balance that Stansel has struck with care.” —HorseNation *BookPage

The steps you need, for the results you want. There's no shortage of advice out there on how to perform better, and better than others, at work. The problem is knowing which methods are actually proven to work--and how you should act on them to get the best results. In 8 Steps to High Performance, talent expert and bestselling author Marc Effron cuts through the noise with his signature "science-based simplicity" approach to identify what matters most and show you how to optimally apply your time and effort to boost your performance. It turns out that higher performance comes from doing many things well--but some of those things are not in your power to change. Effron reveals the eight key factors you do control and practical steps for improving yourself on each one. You'll learn: How to set goals that create higher performance Which behaviors predict higher performance in different situations How to quickly develop the most important capabilities Who to connect with and why How to understand and adapt to your company's strategy Why you sometimes shouldn't be the "genuine" you How to best manage your body to sustain your performance How to avoid management fads that distract you from high performance Research-based, practical, and filled with self-assessments, tools, and templates to support your performance goals at work, this short, powerful book will help you and anyone on your team deliver outstanding results.

Se você deseja ter uma vida extraordinária mas ainda não conseguiu, é possível que esteja preso em um desses três grupos de pessoas: Grupo 1: pessoas que não têm clareza do que querem e acabam aceitando a vida que têm hoje. Com isso, veem os anos passarem e podem até chegar a um momento em que sentem que não há mais tempo para mudanças; Grupo 2: pessoas que até sabem o que querem, fazem planos, colocam-nos no papel, criam metas, se comprometem a mudar de vida, começam o processo muito motivadas, mas, na maioria das vezes, param no meio do caminho; Grupo 3: pessoas que até conseguem ter conquistas na vida, mas parece que nunca estão satisfeitas e ficam presas nesse ciclo de conseguir, não se contentar, querer mais, conseguir e não se contentar novamente. Se você se identificar com algum desses três grupos, Geronimo Theml escreveu Assuma o comando da sua vida para ajudá-lo a transformar seus resultados. Aqui, você aprenderá como se libertar do que não lhe serve mais e se tornar o herói da própria história por meio do Plano de Batalha. O método, desenvolvido pelo próprio autor, alia prática direcionada a princípios que vão guiá-lo rumo a uma vida extraordinária em um ambiente propício para o seu crescimento. Neste livro, você vai aprender como: 1. Ter clareza sobre os caminhos que deseja seguir; 2. Elaborar um plano adequado para que você consiga finalizar seus projetos; 3. Assumir o comando da sua vida, libertando-se do sistema em que vivemos, projetado para a mediocridade; 4. Encontrar seu talento e usá-lo a seu favor; 5. Assumir a responsabilidade por seus resultados e criar uma realidade impulsionadora dos seus sonhos.

Remote
 Purpose
 Zen to Done
 O LIVRO DAS COMPETENCIAS NEXIALISTAS
 The Wyckoff Methodology in Depth
 SuperBetter

Why Only 20% of Teams and Individuals Achieve Their True Potential and how You Can Achieve Yours
 Time Management for Creative People

In the spirit of Khaled Hosseini, Nadia Hashimi and Shilpi Somaya Gowda comes this powerful debut from a talented new voice—a sweeping, emotional journey of two childhood friends in Mumbai, India, whose lives converge only to change forever one fateful night. India, 1986: Mukta, a ten-year-old village girl from the lower caste Yellama cult has come of age and must fulfill her destiny of becoming a temple prostitute, as her mother and grandmother did before her. In an attempt to escape her fate, Mukta is sent to be a house girl for an upper-middle class family in Mumbai. There she discovers a friend in the daughter of the family, high spirited eight-year-old Tara, who helps her recover from the wounds of her past. Tara introduces Mukta to an entirely different world—one of ice cream, reading, and a friendship that soon becomes a sisterhood. But one night in 1993, Mukta is kidnapped from Tara’s family home and disappears. Shortly thereafter, Tara and her father move to America. A new life in Los Angeles awaits them but Tara never recovers from the loss of her best friend, or stops wondering if she was somehow responsible for Mukta's abduction. Eleven years later, Tara, now an adult, returns to India determined to find Mukta. As her search takes her into the brutal underground world of human trafficking, Tara begins to uncover long-buried secrets in her own family that might explain what happened to Mukta—and why she came to live with Tara’s family in the first place. Moving from a traditional Indian village to the bustling modern metropolis of Mumbai, to Los Angeles and back again, this is a heartbreaking and beautiful portrait of an unlikely friendship—a story of love, betrayal, and, ultimately, redemption.

Rory Vaden (Take the Stairs) brings his high-energy approach and can-do spirit to the most nagging problem in our professional lives: stalled productivity. Whether we’re overworked, organizationally challenged, or have a motivation issue that’s holding us back, millions of us are struggling to get things done. In this simple yet powerful new book, Procrastinate on Purpose, Vaden presents the five permissions that set us free to do our best work - on time and without wasting energy battling stress and anxiety. Using the POP model, readers will learn to: • Eliminate • Automate • Delegate • Consolidate • Procrastinate (yes, you heard that right) Anyone seeking to up their game, do meaningful work, and ditch the stress of looming deadlines and too many tasks on the front burner will embrace this smart, insightful guide.

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The measure of the executive, Peter Drucker reminds us, is the ability to 'get the right things done'. Usually this involves doing what other people have overlooked, as well as avoiding what is unproductive. He identifies five talents as essential to effectiveness, and these can be learned; in fact, they must be learned just as scales must be mastered by every piano student regardless of his natural gifts. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that convert these into results. One of the talents is the management of time. Another is choosing what to contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by effective decision-making. How these can be developed forms the main body of the book. The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He turns familiar experience upside down to see it in new perspective. The book is full of surprises, with its fresh insights into old and seemingly trite situations.

How to Build Wealth with Real Estate Investment Trusts
 Overcoming the Unseen Forces That Stand in the Way of True Inspiration
 Personal Productivity Secrets
 Refactor Your Wetware
 The Analytical Marketer
 The Power of Living Gamefully

Aprenda a produzir mais sem ter que trabalhar mais
 A Simple Guide to Reaching Your Personal Best

Learn tried-and-tested methods for optimal personal productivity! Ever find yourself more than a bit overwhelmed by the constant influx of e-mail and reminders as well as the ever-present calendars, to-do lists, miscellaneous paper, and sticky notes? Add to that, myriad devices that were originally intended to make us more efficient, but in reality, only end up forcing us to juggle even more. Our brains aren't wired for all this, but we can learn to be productive. Personal Productivity Secrets gives you everything you need to know to be organized, in control, and to get things done: Understand how your brain absorbs, organizes, and filters the daily deluge of information, and learn to trick your brain into being more productive Appreciate the difference between "Time Management" and "Attention Management" and create workflow processes that help you defend your attention Create a plan for navigating endless technology options, and implement tools that will keep you productive, focused and in control Personal Productivity Secrets reveals updated and vital information for achieving your significant results, and being as productive as you can be in a fast-paced, technology-driven society.

From a co-founder of Pixar Animation Studios—the Academy Award–winning studio behind Coco, Inside Out, and Toy Story—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy Story trilogy, Monsters, Inc., Finding Nemo, The Incredibles, Up, WALL-E, and Inside Out, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie’s success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as: • Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better. • If you don’t strive to uncover what is unseen and understand its nature, you will be ill prepared to lead. • It’s not the manager’s job to prevent risks. It’s the manager’s job to make it safe for others to take them. • The cost of preventing errors is often far greater than the cost of fixing them. • A company’s communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

How to lead the change Analytics are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization and determining the kinds of structure and talent that are needed to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight into the changing marketing organization—digital, agile, and analytical—and the tools for reinventing it. Written by the head of global marketing for SAS, The Analytical Marketer is based on the author’s firsthand experience of transforming a marketing organization from “art” to “art and science.” Challenged and inspired by their company’s own analytics products, the SAS marketing team was forced to rethink itself in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author’s candid lessons learned as she led the marketing organization’s transformation. With additional examples from other leading companies, this book is a practical guide and set of best practices for creating a new marketing culture that thrives on and adds value through data and analytics.