

# Ian Leslie Born Liars

**Fascinate** Sally Hogshead.2010-02-09 A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and influence behavior—fascination—and how businesses, products, and ideas can become irresistible to consumers. In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we only have seconds to compete? Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway: • Which brand of frozen peas you pick in the case • Which city, neighborhood, and house you choose • Which profession and company you join • Where you go on vacation • Which book you buy off the shelf Structured around the seven languages of fascination Hogshead has studied and developed—power, passion, innovation, alarm, mystique, prestige, and alert—Fascinate explores how anyone can use these triggers to make products, messages, and services more fascinating—and more successful.

**Curious** Ian Leslie.2014-08-26 A fun yet provocative look at the importance of staying curious in an increasingly indifferent world Everyone is born curious. But only some retain the habits of exploring, learning, and discovering as they grow older. Those who do so tend to be smarter, more creative, and more successful. But at the very moment when the rewards of curiosity have never been higher, it is misunderstood and undervalued, and increasingly monopolized by the cognitive elite. A curiosity divide is opening up. In *Curious*, Ian Leslie makes a passionate case for the cultivation of our desire to know. Drawing on fascinating research from psychology, economics, education, and business, Leslie looks at what feeds curiosity and what starves it, and finds surprising answers. Curiosity is a mental muscle that atrophies without regular exercise and a habit that parents, schools, and workplaces need to nurture. Filled with inspiring stories, case studies, and practical advice, *Curious* will change the way you think about your own mental life, and that of those around you.

**The First Lie** Diane Chamberlain.2013-06-04 An e-original short story that sets the stage for bestselling author Diane Chamberlain's novel *Necessary Lies* (September 2013). The *First Lie* gives readers an early glimpse into the life of thirteen-year-old Ivy Hart. It's 1958 in rural North Carolina, where Ivy lives with her grandmother and sister on a tobacco farm. As tenant farmers, Ivy and her family don't have much freedom, though she and her best friend, Henry, often sneak away in search of adventure...and their truest selves. But life on the farm takes a turn when Ivy's teenage sister gives birth—all the while maintaining her silence about the baby's father. Soon Ivy finds herself navigating the space between adolescence and adulthood as she tries to unravel a dark web of family secrets and make sense of her ever-evolving life in the segregated South. Advance praise for Diane Chamberlain's *Necessary Lies*: It will steal your heart.—Katrina Kittle, author of *The Blessings of the Animals* An emotional powerhouse. —Mary Alice Monroe, New York Times bestselling author of *Beach House Memories* Enthralling...[it] transfixed me from the very first pages, and its vivid and sympathetic characters haunted me long after the last.—Christina Schwarz, New York Times bestselling author of *Drowning Ruth*

*Talking to Strangers* Malcolm Gladwell.2019-09-10 Malcolm Gladwell, host of the podcast *Revisionist History* and author of the #1 New York Times bestseller *Outliers*, offers a powerful examination of our interactions with strangers and why they often go wrong—now with a new afterword by the author. A Best Book of the Year: The Financial Times, Bloomberg, Chicago Tribune, and Detroit Free Press How did Fidel Castro fool the CIA for a generation? Why did Neville Chamberlain think he could trust Adolf Hitler? Why are campus sexual assaults on the rise? Do television sitcoms teach us something about the way we relate to one another that isn't true? *Talking to Strangers* is a classically Gladwellian intellectual adventure, a challenging and controversial excursion through history, psychology, and scandals taken straight from the news. He revisits the deceptions of Bernie Madoff, the trial of Amanda Knox, the suicide of Sylvia Plath, the Jerry Sandusky pedophilia scandal at Penn State University, and the death of Sandra Bland—throwing our understanding of these and other stories into doubt. Something is very wrong, Gladwell argues, with the tools and strategies we use to make sense of people we don't know. And because we don't know how to talk to strangers, we are inviting conflict and misunderstanding in ways that have a profound effect on our lives and our world. In his first book since his #1 bestseller *David and Goliath*, Malcolm Gladwell has written a gripping guidebook for troubled times.

*Ask a Manager* Alison Green.2018-05-01 From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

*The Definitive Book of Body Language* Barbara Pease, Allan Pease.2008-11-12 Available for the first time in the United States, this international bestseller reveals the secrets of nonverbal communication to give you confidence and control in any face-to-face encounter—from making a great first impression and acing a job interview to finding the right partner. It is a scientific fact that people's gestures give away their true intentions. Yet most of us don't know how to read body language— and don't realize how our own physical movements speak to others. Now the world's foremost experts on the subject share their techniques for reading body language signals to achieve success in every area of life. Drawing upon more than thirty years in the field, as well as cutting-edge research from evolutionary biology, psychology, and medical technologies that demonstrate what happens in the brain, the authors examine each component of body language and give you the basic vocabulary to read attitudes and emotions through behavior. Discover: • How palms and handshakes are used to gain control • The most common gestures of liars • How the legs reveal what the mind wants to do • The most common male and female courtship gestures and signals • The secret signals of cigarettes, glasses, and makeup • The magic of smiles—including smiling advice for women • How to use nonverbal cues and signals to communicate more effectively and get the reactions you want Filled with fascinating insights, humorous observations, and simple strategies that you can apply to any situation, this intriguing book will enrich your communication with and understanding of others—as well as yourself.

*The Lifeguards* Amanda Eyre Ward.2022-04-05 “A book that is at once riveting and relevant as it unpeels the various meanings of motherhood, family, and loyalty. I tore through it.”—Miranda Cowley Heller, author of *The Paper Palace* The bonds between three picture-perfect—but viciously protective—mothers and their close-knit sons are tested during one unforgettable summer in a gripping novel from the New York Times bestselling author of *The Jetsetters*. Austin’s Zilker Park neighborhood is a wonderland of greenbelt trails, live music, and moms who drink a few too many margaritas. Whitney, Annette, and Liza have grown thick as thieves as they have raised their children together for fifteen years, believing that they can shelter them their children from an increasingly dangerous world. Their friendship is unbreakable—as safe as the neighborhood where they’ve raised their sweet little boys. Or so they think. One night, the three women have been enjoying happy hour when their boys, lifeguards for the summer, come back on bicycles from a late-night dip in their favorite swimming hole. The boys share a secret—news that will shatter the perfect world their mothers have so painstakingly created. Combining three mothers’ points of view in a powerful narrative tale with commentary from entertaining neighborhood listservs, secret text messages, and police reports, *The Lifeguards* is both a story about the secrets we tell to protect the ones we love and a riveting novel of suspense filled with half-truths and betrayals, fierce love and complicated friendships, and the loss of innocence on one hot summer night.

**Mortal Error** Bonar Menninger.1992-01-01 Another conspiracy theory identifies the two men who, operating separately, allegedly shot President Kennedy in the Crime of the Century. Reprint.

*Consilience* E. O. Wilson.2014-11-26 A dazzling journey across the sciences and humanities in search of deep laws to unite them. --The Wall Street Journal One of our greatest living scientists--and the winner of two Pulitzer Prizes for *On Human Nature* and *The Ants*--gives us a work of visionary importance that may be the crowning achievement of his career. In *Consilience* (a word that originally meant jumping together), Edward O. Wilson renews the Enlightenment's search for a unified theory of knowledge in disciplines that range from physics to biology, the social sciences and the humanities. Using the natural sciences as his model, Wilson forges dramatic links between fields. He explores the chemistry of the mind and the genetic bases of culture. He postulates the biological principles underlying works of art from cave-drawings to *Lolita*. Presenting the latest findings in prose of wonderful clarity and oratorical eloquence, and synthesizing it into a dazzling whole, *Consilience* is science in the path-clearing traditions of Newton, Einstein, and Richard Feynman.

How to Disagree Ian Leslie.2022-07-05 A TIMES BOOK OF THE YEAR>Ian Leslie's acclaimed new book reveals the secrets of how to disagree without fighting, and shows how mastering the techniques of productive disagreement can transform every aspect of our lives. 'One of my favourite writers . . . Beautifully argued, desperately needed.' MALCOLM GLADWELL 'Invaluable. The world will be a better place if everyone reads this book.' PHILPPA PERRY 'A cool bath of sanity in a world of frenzied hot takes.' HELEN LEWIS 'Perspective-shifting in important ways.' OLIVER BURKEMAN What is the secret of happy relationships? How do companies build collaborative cultures? What lies behind some of the greatest scientific and creative breakthroughs? The surprising answer is: conflict. Whether it's at work, at home or in public, confronting our differences is the only way to make the most out of them. *How to Disagree* is about how to do that successfully. Drawing on essential lessons from world-class experts on how to disagree well and combining them with inspiring stories of productive disagreements from science, technology and the arts, Ian Leslie reveals how we can reap the benefits of diverse viewpoints in an era that feels more divided than ever. I nodded and underlined my way through the book's nearly 300 pages of eloquent, thoughtful advice . . . If you want to argue better, Leslie's manual will be invaluable. THE TIMES 'Leslie has a way of bringing fresh perspectives and telling anecdotes to obdurate subjects. Here he talks to everyone from hostage negotiators to divorce lawyers to show how conflict has driven successful companies and technological advances, and to offer ways to harness it in daily life.' NEW STATESMAN \*\*\**How to Disagree* was previously published in 2021 under the title *Conflicted*.

**Born Liars** Ian Leslie.2011-05-21 Lying is an intrinsic part of our social fabric, but it is also a deeply problematic and misunderstood aspect of what makes us human. Ian Leslie takes us on a fascinating journey that makes us question not only our own relationship to the truth, but also virtually every daily encounter we have. On the way he dissects the history of the lie detector, how parents affect their children’s attitude to lying (and vice versa), *Who Wants to Be a Millionaire?*, the philosophical ambiguity of telling the truth, Bill Clinton’s presentational prowess, *Wonder Woman’s* lasso of truth, and why we should be wary of anyone with more than 150 Facebook friends. *Born Liars* is thought-provoking, anecdotally driven narrative nonfiction at its best. Ian Leslie’s intoxicating blend of anthropology, biology, cultural history, philosophy, and popular psychology belies a serious central message: that humans have evolved and thrived in large part because of their ability to deceive.

*Curious* Ian Leslie.2015-06-04 A fascinating multi-disciplinary analysis of why curiosity makes the world go round. 'A lovely, erudite exploration of what it is that makes us human' - Independent on Sunday 'I have no special talents. I am only passionately curious' Albert Einstein. Everyone is born curious. But only some retain the habits of exploring, learning and discovering as they grow older. Which side of the 'curiosity divide' are you on? In *Curious* Ian Leslie makes a passionate case for the cultivation of our desire to know. Curious people tend to be smarter, more creative and more successful. But at the very moment when the rewards of curiosity have never been higher, it is misunderstood and undervalued, and increasingly practised only by a cognitive elite. Drawing on fascinating research from psychology, sociology and business, *Curious* looks at what feeds curiosity and what starves it, and uncovers surprising answers. Curiosity isn't a quality you can rely on to last a lifetime, but a mental muscle that atrophies without regular exercise. It's not a gift, but a habit that parents, schools, workplaces and individuals need to nurture if it is to thrive. Filled with inspiring stories, case studies and practical advice, *Curious* will change the way you think about your own mental life, and that of those around you.

**Telling Lies** Paul Ekman.1985 Distills 15 years of scientific study of nonverbal communication and the clues to deception. Mr. Ekman {is} a pioneer in emotions research and nonverbal communication. . . . Accurate, intelligent, informative, and thoughtful.--Carol Z. Malatesta, New York Times Book Review. Photographs.

*The Football Girl* Thatcher Heldring.2017-04-04 For every athlete or sports fanatic who knows she's just as good as the guys. This is for fans of *The Running Dream* by Wendelin Van Draanen, *Grace, Gold, and Glory* by Gabrielle Douglass and *Breakaway: Beyond the Goal* by Alex Morgan. The summer before Caleb and Tessa enter high school, friendship has blossomed into a relationship . . . and their playful sports days are coming to an end. Caleb is getting ready to try out for the football team, and Tessa is training for cross-country. But all their structured plans derail in the final flag game when they lose. Tessa doesn’t want to end her career as a loser. She really enjoys playing, and if she’s being honest, she likes it even more than running cross-country. So what if she decided to play football instead? What would happen between her and Caleb? Or between her two best friends, who are counting on her to try out for cross-country with them? And will her parents be upset that she’s decided to take her hobby to the next level? This summer Caleb and Tessa figure out just what it means to be a boyfriend, girlfriend, teammate, best friend, and someone worth cheering for. “A great next choice for readers who have enjoyed Catherine Gilbert Murdock’s *Dairy Queen* and Miranda Kenneally’s *Catching Jordan*.”—SLJ “Fast-paced football action, realistic family drama, and sweet romance...[will have] readers looking for girl-powered sports stories...find[ing] plenty to like.”—Booklist “Tessa's ferocious competitiveness is appealing.”—Kirkus Reviews “[The Football Girl] serve[s] to illuminate the appropriately complicated emotions both of a young romance and of pursuing a dream. Heldring writes with insight and restraint.”—The Horn Book

*Conflicted* Ian Leslie.2021-02-16 A THE TIMES BOOK OF THE YEAR Bringing valuable lessons from the cutting edge of communication science, *Conflicted* does for our verbal communication what *Thinking Fast and Slow* did for our inner decision-making. 'One of my favourite writers . . . Beautifully argued, desperately needed.' MALCOLM GLADWELL 'Invaluable. The world will be a better place if everyone reads this book, and because it's so entertaining they probably will.' PHILPPA PERRY 'Essential.' THE TIMES 'Fascinating.' FINANCIAL TIMES What is the secret of happy relationships? How do companies build collaborative cultures? What lies behind some of the greatest scientific and creative breakthroughs? The surprising answer is: conflict. Insight and empathy spring from the clash of different perspectives. In a world where it's easier than ever for people to share their opinions, we should be reaping the benefits of diverse views. Instead, we too often find ourselves mired in hostility or - worse - avoiding disagreement altogether. Ian Leslie argues that this is

because most of us never learn how to air our differences in a way that leads to progress. *Conflicted* draws essential lessons on how to disagree well from world-class experts: interrogators, hostage negotiators, divorce mediators, diplomats and addiction counsellors. It tells inspiring stories of productive disagreements, from the invention of the aeroplane to the success of The Rolling Stones, and combines them with fascinating insights from the science of human communication. Whether it's at work, at home, or in public, confronting our differences is the only way to make the most of them. *Conflicted* is about how to do that successfully. 'A cool bath of sanity in a world of frenzied hot takes.' HELEN LEWIS 'Perspective-shifting in important ways.' OLIVER BURKEMAN

Find Out Anything From Anyone, Anytime James O. Pyle, Maryann Karin. 2014-01-20 "A new book by an army intelligence interrogator could help you get the answers to your most pressing questions." —Time The secret to finding out anything you want to know is amazingly simple: Ask good questions. Most people trip through life asking bad questions—of teachers, friends, coworkers, clients, prospects, experts, and suspects. Even people trained in questioning, such as journalists and lawyers, commonly ask questions that get partial or misleading answers. People in any profession will immediately benefit by developing the skill and art of good questioning. *Find Out Anything From Anyone, Anytime* will give you the power to: Identify and practice good questioning techniques Recognize types of questions to avoid Know the questions required when hearing unconfirmed reports or gossip Practice good listening techniques and exploit all leads Determine when and how to control the conversation Gain real expertise fast Within professional interrogation circles, author James Pyle is known as a strategic debriefer—meaning there is no one around him more skilled at asking questions and getting answers. He has been training other interrogators in questioning techniques since 1989. "With his style of questioning alone, Jim Pyle can get more information than most other interrogators using multiple techniques." —Gregory Hartley, co-author of *How to Spot a Liar*

**The Left Hand of Darkness** Ursula K. Le Guin. 2000-07-01 50TH ANNIVERSARY EDITION—WITH A NEW INTRODUCTION BY DAVID MITCHELL AND A NEW AFTERWORD BY CHARLIE JANE ANDERS Ursula K. Le Guin's groundbreaking work of science fiction—winner of the Hugo and Nebula Awards. A lone human ambassador is sent to the icebound planet of Winter, a world without sexual prejudice, where the inhabitants' gender is fluid. His goal is to facilitate Winter's inclusion in a growing intergalactic civilization. But to do so he must bridge the gulf between his own views and those of the strange, intriguing culture he encounters... Embracing the aspects of psychology, society, and human emotion on an alien world, *The Left Hand of Darkness* stands as a landmark achievement in the annals of intellectual science fiction.

**Talk** Elizabeth Stokoe. 2018-11-29 We spend much of our days talking. Yet we know little about the conversational engine that drives our everyday lives. We are pushed and pulled around by language far more than we realize, yet are seduced by stereotypes and myths about communication. This book will change the way you think about talk. It will explain the big pay-offs to understanding conversation scientifically. Elizabeth Stokoe, a social psychologist, has spent over twenty years collecting and analysing real conversations across settings as varied as first dates, crisis negotiation, sales encounters and medical communication. This book describes some of the findings of her own research, and that of other conversation analysts around the world. Through numerous examples from real interactions between friends, partners, colleagues, police officers, mediators, doctors and many others, you will learn that some of what you think you know about talk is wrong. But you will also uncover fresh insights about how to have better conversations - using the evidence from fifty years of research about the science of talk.

Trust: A Very Short Introduction Katherine Hawley. 2012-08-23 Trust is indispensable, yet it can be dangerous. Without trusting others, we cannot function in society, or even stay alive for very long, but being overly-trustful can be a bad strategy too. Trust is pragmatic, but it also has a moral dimension: trustworthiness is a virtue, and well-placed trust benefits us all. In this *Very Short Introduction*, Katherine Hawley explores the key ideas about trust and distrust. Considering questions such as 'Why do we value trust?' and 'Why do we want to be trusted rather than distrusted?', Hawley raises issues about the importance of trust in both the personal and public spheres, including family and relationships as well as politics and society. ABOUT THE SERIES: The *Very Short Introductions* series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

How to Disagree Ian Leslie. 2022-04

*Leaving the Atocha Station* Ben Lerner. 2011-08-23 Adam Gordon is a brilliant, if highly unreliable, young American poet on a prestigious fellowship in Madrid, struggling to establish his sense of self and his relationship to art. What is actual when our experiences are mediated by language, technology, medication, and the arts? Is poetry an essential art form, or merely a screen for the reader's projections? Instead of following the dictates of his fellowship, Adam's research becomes a meditation on the possibility of the genuine in the arts and beyond: are his relationships with the people he meets in Spain as fraudulent as he fears his poems are? A witness to the 2004 Madrid train bombings and their aftermath, does he participate in historic events or merely watch them pass him by? In prose that veers between the comic and tragic, the self-contemptuous and the inspired, *Leaving the Atocha Station* is a portrait of the artist as a young man in an age of Google searches, pharmaceuticals, and spectacle. Born in Topeka, Kansas, in 1979, Ben Lerner is the author of three books of poetry *The Lichtenberg Figures*, *Angle of Yaw*, and *Mean Free Path*. He has been a finalist for the National Book Award and the Northern California Book Award, a Fulbright Scholar in Spain, and the recipient of a 2010-2011 Howard Foundation Fellowship. In 2011 he became the first American to win the *Preis der Stadt Münster für Internationale Poesie*. *Leaving the Atocha Station* is his first novel.

The Silent Language of Leaders Carol Kinsey Goman, Ph.D.. 2011-04-19 A guide for using body language to lead more effectively Aspiring and seasoned leaders have been trained to manage their leadership communication in many important ways. And yet, all their efforts to communicate effectively can be derailed by even the smallest nonverbal gestures such as the way they sit in a business meeting, or stand at the podium at a speaking engagement. In *The Silent Language of Leaders*, Goman explains that personal space, physical gestures, posture, facial expressions, and eye contact communicate louder than words and, thus, can be used strategically to help leaders manage, motivate, lead global teams, and communicate clearly in the digital age. Draws on compelling psychological and neuroscience research to show leaders how to adjust their body language for maximum effect. Stands out as the only book to address specifically how leaders can use body language to increase their effectiveness Goman, a respected management coach, is widely considered as the expert in body language issues in the workplace *The Silent Language of Leaders* will show readers how to take advantage of the most underused skills in the leadership toolkit—nonverbal skills—to improve their credibility and stay ahead of the curve.

**Conflicted** Ian Leslie. 2021-02-23 Drawing on advice from the world's leading experts on conflict and communication—from relationship scientists to hostage negotiators to diplomats—Ian Leslie, a columnist for the *New Statesman*, shows us how to transform the heat of conflict, disagreement and argument into the light of insight, creativity and connection, in a book with vital lessons for the home, workplace, and public arena. For most people, conflict triggers a fight or flight response. Disagreeing productively is a hard skill for which neither evolution or society has equipped us. It's a skill we urgently need to acquire; otherwise, our increasingly vociferous disagreements are destined to tear us apart. Productive disagreement is a way of thinking, perhaps the best one we have. It makes us smarter and more creative, and it can even bring us closer together. It's critical to the success of any shared enterprise, from a marriage, to a business, to a democracy. Isn't it time we gave more thought to how to do it well? In an increasingly polarized world, our only chance for coming together and moving forward is to learn from those who have mastered the art and science of disagreement. In this book, we'll learn from experts who are highly skilled at getting the most out of highly charged encounters: interrogators, cops, divorce mediators, therapists, diplomats, psychologists. These professionals know how to get something valuable - information, insight, ideas—from the toughest, most antagonistic conversations. They are brilliant communicators: masters at shaping the conversation beneath the conversation. They know how to turn the heat of conflict into the light of creativity, connection, and insight. In this much-needed book, Ian Leslie explores what happens to us when we argue, why disagreement makes us stressed, and why we get angry. He explains why we urgently need to transform the way we think about conflict and

how having better disagreements can make us more successful. By drawing together the lessons he learns from different experts, he proposes a series of clear principles that we can all use to make our most difficult dialogues more productive—and our increasingly acrimonious world a better place.

Spy the Lie Philip Houston, Michael Floyd, Susan Carnicero, Don Tennant. 2013-07-16 Three former CIA officers share their techniques for lie detection, outlining methods for identifying deceptiveness as revealed by verbal and non-verbal behaviors from facial expressions and grooming gestures to invoking religion and using qualifying language.

**Fascinate, Revised and Updated** Sally Hogshead. 2016-04-26 Why is Jägermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%? And then there's the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinate anyone. The word "fascinate" comes from the Latin word *fascinare*, meaning "to bewitch or hold captive so others are powerless to resist." Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead's latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to: Increase prices with ideas from poker to Play-Doh Build revenue by learning about the \$14 million license plate Get better leads through hypnosis by Sigmund Freud and Steve Jobs Attract raving fans by following the cult of pistachio ice cream Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Mystique, Alert, or Trust. The question is, how can you apply these core Advantages to stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universities—including Twitter, IBM, Porsche, and New York University—use the Fascinate system to captivate their customers. Why? The answers are in this book.

Curious Ian Leslie. 2014-07-25 The latest from Ian Leslie, the author of *Born Liars*, a *Globe and Mail* Top 100 Book, is a fascinating look at the human characteristic of curiosity — our extraordinary capacity to take pleasure in discovering, learning, and understanding. *Curious* shows how the practice of "deep curiosity" — persistent, self-reflective seeking of knowledge and insight — is key to the success of our careers, the happiness of our children, the strength of our relationships, and the progress of societies. But it also argues that it is a fragile quality, which wanes and waxes over time, and that we take it for granted at our peril. Ian Leslie proposes that the Internet is opening up a "curiosity gap," by exacerbating the divide between those with a large cognitive appetite, and those happy knowing no more than they have to know; between the curious and the incurious. He draws on many sources and stories to illustrate his points: Benjamin Franklin at Portsmouth Harbour studying the effect of oil on choppy waters; a bored Galileo distracting himself in a Pisa cathedral by observing the swinging of a recently lit lamp; Leonardo da Vinci doodling ideas in his notebook; Google co-founder Larry Page's thoughts on the perfect search engine; the invention of the microwave oven; the advantages of your local bookseller over Amazon's algorithms; a reassessment of Donald Rumsfeld's defense strategy, and many more. Rich, textured, and exciting, *Curious* is a new take on the most absorbing human trait of all.

*Cocktail Hour Under the Tree of Forgetfulness* Alexandra Fuller. 2011-08-23 "Fuller brings Africa to life, both its natural splendor and the harsher realities of day-to-day existence, and sheds light on her parents in all their humanness—not a glaring sort of light, but the soft equatorial kind she so beautifully describes in this memoir." —Bookpage A story of survival and war, love and madness, loyalty and forgiveness, *Cocktail Hour Under the Tree of Forgetfulness* is an intimate exploration of Fuller's parents, whom readers first met in *Don't Let's Go to the Dogs Tonight*, and of the price of being possessed by Africa's uncompromising, fertile, death-dealing land. We follow Tim and Nicola Fuller hopscotching the continent, restlessly trying to establish a home. War, hardship, and tragedy follow the family even as Nicola fights to hold on to her children, her land, her sanity. But just when it seems that Nicola has been broken by the continent she loves, it is the African earth that revives and nurtures her. *Cocktail Hour Under the Tree of Forgetfulness* is Fuller at her very best. Alexandra Fuller is the author of several memoirs: *Travel Light*, *Move Fast*, *Leaving Before the Rains Come* and *Don't Let's Go to the Dogs Tonight*.

*The Professor in the Cage* Jonathan Gottschall. 2016-03-15 When a mixed martial arts (MMA) gym moves in across the street from his office, Jonathan Gottschall sees a challenge, and an opportunity. Pushing forty, out of shape, and disenchanted with his job as an adjunct English professor, part of him yearns to cross the street and join up. The other part is terrified. Gottschall eventually works up his nerve, and starts training for a real cage fight. He's fighting not only as a personal test but also to answer questions that have intrigued him for years: Why do men fight? And why do so many seemingly decent people like to watch?—Amazon.com.

Give Me Your Hand Megan Abbott. 2018-07-17 A life-changing secret destroys an unlikely friendship in this magnetic (Meg Wolitzer) psychological thriller from the Edgar Award-winning author of *Dare Me*. You told each other everything. Then she told you too much. Kit has risen to the top of her profession and is on the brink of achieving everything she wanted. She hasn't let anything stop her. But now someone else is standing in her way - Diane. Best friends at seventeen, their shared ambition made them inseparable. Until the day Diane told Kit her secret - the worst thing she'd ever done, the worst thing Kit could imagine - and it blew their friendship apart. Kit is still the only person who knows what Diane did. And now Diane knows something about Kit that could destroy everything she's worked so hard for. How far would Kit go, to make the hard work, the sacrifice, worth it in the end? What wouldn't she give up? Diane thinks Kit is just like her. Maybe she's right. Ambition: it's in the blood . . .

**On Bullshit** Harry G. Frankfurt. 2009-01-10 The #1 New York Times bestseller that explains why bullshit is far more dangerous than lying One of the most salient features of our culture is that there is so much bullshit. Everyone knows this. Each of us contributes his share. But we tend to take the situation for granted. Most people are rather confident of their ability to recognize bullshit and to avoid being taken in by it. So the phenomenon has not aroused much deliberate concern. We have no clear understanding of what bullshit is, why there is so much of it, or what functions it serves. And we lack a conscientiously developed appreciation of what it means to us. In other words, as Harry Frankfurt writes, we have no theory. Frankfurt, one of the world's most influential moral philosophers, attempts to build such a theory here. With his characteristic combination of philosophical acuity, psychological insight, and wry humor, Frankfurt proceeds by exploring how bullshit and the related concept of humbug are distinct from lying. He argues that bullshitters misrepresent themselves to their audience not as liars do, that is, by deliberately making false claims about what is true. In fact, bullshit need not be untrue at all. Rather, bullshitters seek to convey a certain impression of themselves without being concerned about whether anything at all is true. They quietly change the rules governing their end of the conversation so that claims about truth and falsity are irrelevant. Frankfurt concludes that although bullshit can take many innocent forms, excessive indulgence in it can eventually undermine the practitioner's capacity to tell the truth in a way that lying does not. Liars at least acknowledge that it matters what is true. By virtue of this, Frankfurt writes, bullshit is a greater enemy of the truth than lies are.

**Born Liars** Ian Leslie. 2011-05-11 We all do it - how to be a better liar, spot a charlatan and tell the difference between truth and fiction In *Born Liars*, Ian Leslie takes the reader on an exhilarating tour of ideas that brings the latest news about deception back from the frontiers of psychology, neuroscience, and philosophy, and explores the role played by lies - both black and white - in our childhoods, our careers, and our health, as well as in advertising, politics, sport and war. Drawing on thinkers as varied as Augustine, Charles Darwin, Sigmund Freud and Joni Mitchell, the author argues that, far from being a bug in the human software, lying is central to who we are; that we cannot understand ourselves without first understanding the dynamics of deceit. After reading *Born Liars* you'll never think about lies - or life - in quite the same way again.

*Born Liars* Ian Leslie. 2011 Lying is an intrinsic part of our social fabric, but it is also a deeply problematic and misunderstood aspect of what makes us human. Ian Leslie takes us on a fascinating journey that makes us question not only our own relationship to the truth, but also virtually every daily encounter we have. On the way he dissects the history of the lie detector, how parents affect their children's attitude to lying (and vice versa), Who Wants to Be a Millionaire?, the philosophical ambiguity of telling the truth, Bill Clinton's presentational prowess, Wonder Woman's lasso of truth, and why we should be wary of anyone with more than 150

Facebook friends. *Born Liars* is thought-provoking, anecdotally driven narrative nonfiction at its best. Ian Leslie's intoxicating blend of anthropology, biology, cultural history, philosophy, and popular psychology belies a serious central message: that humans have evolved and thrived in large part because of their ability to deceive.

**Chew on this** Eric Schlosser, Charles Wilson. 2006 'Chew On This' reveals the truth about the the fast food industry - how it all began, its success, what fast food actually is, what goes on in the slaughterhouses, meatpacking factories and flavour labs, the exploitation of young workers in the thousands of fast-food outlets throughout the world, and much more.

*Born Liars* Ian Leslie. 2017-07-27 We all do it - how to be a better liar, spot a charlatan and tell the difference between truth and fiction In *Born Liars*, Ian Leslie takes the reader on an exhilarating tour of ideas that brings the latest news about deception back from the frontiers of psychology, neuroscience, and philosophy, and explores the role played by lies - both black and white - in our childhoods, our careers, and our health, as well as in advertising, politics, sport and war. Drawing on thinkers as varied as Augustine, Charles Darwin, Sigmund Freud and Joni Mitchell, the author argues that, far from being a bug in the human software, lying is central to who we are; that we cannot understand ourselves without first understanding the dynamics of deceit. After reading *Born Liars* you'll never think about lies - or life - in quite the same way again.

**The Never Hero** T. Ellery Hodges. 2014-09-12 What if when you died, no one would ever know you were all that stood between man and the enemy? When Jonathan Tibbs awakes in a puddle of his own blood, there isn't a scratch on him to explain it. In the weeks to follow, he comes to find he's been drafted for a war with a violent otherworldly species. A war that only he can remember. Now, the man Jonathan imagined himself becoming is no longer the man who can endure his future. The first installment in this science fiction action adventure series, *The Never Hero* is a gritty and honest look at the psychological journey of a man forced to forge himself into a weapon. Abandoned with little guidance, and at the mercy of a bargain struck far outside his reach, Jonathan races to unlock the means to surmount the odds, and understand the mystery behind a conflict raging outside of time and memory. In the end, the real question is what Jonathan is willing to become to save a planet that will never see his sacrifice.

*The Choice Factory* Richard Shotton. 2018-02-12 Before you can influence decisions, you need to understand what drives them. In *The Choice Factory*, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. *The Choice Factory* is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. *The Choice Factory* is the new advertising essential.

*I Love Jesus, But I Want to Die* Sarah J. Robinson. 2021-05-11 A compassionate, shame-free guide for your darkest days "A one-of-a-kind book . . . to read for yourself or give to a struggling friend or loved one without the fear that depression and suicidal thoughts will be minimized, medicalized or over-spiritualized."—Kay Warren, cofounder of Saddleback Church What happens when loving Jesus doesn't cure you of depression, anxiety, or suicidal thoughts? You might be crushed by shame over your mental illness, only to be told by well-meaning Christians to "choose joy" and "pray more." So you beg God to take away the pain, but nothing eases the ache inside. As darkness lingers and color drains from your world, you're left wondering if God has abandoned you. You just want a way out. But there's hope. In *I Love Jesus, But I Want to Die*, Sarah J. Robinson offers a healthy, practical, and shame-free guide for Christians struggling with mental illness. With unflinching honesty, Sarah shares her story of battling depression and fighting to stay alive despite toxic theology that made her afraid to seek help outside the church. Pairing her own story with scriptural insights, mental health research, and simple practices, Sarah helps you reconnect with the God who is present in our deepest anguish and discover that you are worth everything it takes to get better. Beautifully written and full of hard-won wisdom, *I Love Jesus, But I Want to Die* offers a path toward a rich, hope-filled life in Christ, even when healing doesn't look like what you expect.

**Labor of Love** Moira Weigel. 2017-08-22 A brilliant and surprising investigation into why we date the way we do

*The Reputation Game* David Waller, Rupert Younger. 2018-06-07 Your reputation affects everything, the opportunities that come your way in business and in life - learn the rules to life's most important game...

*Love, Lucas* Chantele Sedgwick. 2015-05-05 A 2015 Whitney Award Nominee! A powerful story of loss, second chances, and first love, reminiscent of Sarah Dessen and John Green. When Oakley Nelson loses her older brother, Lucas, to cancer, she thinks she'll never recover. Between her parents' arguing and the battle she's fighting with depression, she feels nothing inside but a hollow emptiness. When Mom suggests they spend a few months in California with Aunt Jo, Oakley isn't sure a change of scenery will alter anything, but she's willing to give it a try. In California, Oakley discovers a sort of safety and freedom in Aunt Jo's beach house. Once they're settled, Mom hands her a notebook full of letters addressed to her—from Lucas. As Oakley reads one each day, she realizes how much he loved her, and each letter challenges her to be better and to continue to enjoy her life. He wants her to move on. If only it were that easy. But then a surfer named Carson comes into her life, and Oakley is blindsided. He makes her feel again. As she lets him in, she is surprised by how much she cares for him, and that's when things get complicated. How can she fall in love and be happy when Lucas never got the chance to do those very same things? With her brother's dying words as guidance, Oakley knows she must learn to listen and trust again. But will she have to leave the past behind to find happiness in the future? Sky Pony Press, with our Good Books, Racehorse and Arcade imprints, is proud to publish a broad range of books for young readers—picture books for small children, chapter books, books for middle grade readers, and novels for young adults. Our list includes bestsellers for children who love to play Minecraft; stories told with LEGO bricks; books that teach lessons about tolerance, patience, and the environment, and much more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to books on subjects that are sometimes overlooked and to authors whose work might not otherwise find a home.

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**Ian Leslie Born Liars Introduction**

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