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8U2NVC - DELGADO FAULKNER

To be unstoppable, you keep going when everyone else is giving up; you thrive under pressure; you never let your emotions make you weak. Grover details the essential traits shared by the most intense competitors and achievers in sports, business, and all walks of life. He shows you how even the best get better-- and how you can too.

Michael Jordan is the greatest basketball player of all time. But his pre-eminence is more than just extraordinary athletic ability: the lessons of his life--such as focus, passion, hard work, perseverance and accountability--have shaped him into one of the most revered celebrities of the 20th century. In this inspiring book Pat Williams, motivational speaker and senior vice president of the NBA's Orlando Magic, reveals Jordan's method for living a life of greatness that we can all incorporate into our lives. Fascinating anecdotes and quotes from those who know Michael best provide a glimpse into a persona as sweeping and immense as any generation has ever witnessed. Peppered with examples from Williams's life and those of other star athletes and celebrities, this uplifting book shows that we are, indeed, all capable of fulfilling our full potential. Readers from all walks of life can appreciate and aspire to living life like a champion.

The leading cause of death on Planet Earth is Metabolic Syndrome. Some 40% of all Earthlings now suffer from this condition which covers the gamut of Heart Disease, Cancer, Neurodegeneration, Liver disease, and PCOS. What is worth knowing is that ALL of these and related conditions start with Fatigue, known in scientific circles as "energy deficiency." 40% of the Earth's population has a formal clinical diagnosis that their mitochondria cannot make adequate levels of energy. [Cu]re Fatigue is a book devoted to educating the masses and their doctors exactly how and why this is happening. Our mitochondria make energy by a series of enzymes to work synergistically to create ATP, the cellular currency of energy. These mitochondrial enzyme reactions rely on minerals that are easily lost to stress. This book explains these concepts, how these challenges can be overcome and introduces the reader to a simple, proven Root Cause Protocol that is designed to generate more energy and end fatigue. This book is designed for those seeking the truth in human metabolism and those wanting to take back control of their health. It is one part textbook and one part user's guide based on a decade of research and client experience.

The Mamba Mentality: How I Play is Kobe Bryant's personal perspective of his life and career on the basketball court and his exceptional, insightful style of playing the game—a fitting legacy from the late Los Angeles Laker superstar. In the wake of his retirement from professional basketball, Kobe "The Black Mamba" Bryant decided to share his vast knowledge and understanding of the game to take readers on an unprecedented journey to the core of the legendary "Mamba mentality." Citing an obligation and an opportunity to teach young players, hardcore fans, and devoted students of the game how to play it "the right way," The Mamba Mentality takes us inside the mind of one of the most intelligent, analytical, and creative basketball players ever. In his own words, Bryant reveals his famously detailed approach and the steps he took to prepare mentally and physically to not just succeed at the game, but to excel. Readers will learn how Bryant studied an opponent, how he channeled his passion for the game, how he played through injuries. They'll also get fascinating granular detail as he breaks down specific plays and match-ups from throughout his career. Bryant's detailed accounts are paired with stunning photographs by the Hall of Fame photographer Andrew D. Bernstein. Bernstein, long the Lakers and NBA official photographer, captured Bryant's very first NBA photo in 1996 and his last in 2016—and hundreds of thousands in between, the record of a unique, twenty-year relationship between one athlete and one photographer. The combination of Bryant's narrative and Bernstein's photos make The Mamba Mentality an unprecedented look behind the curtain at the career of one of the world's most celebrated and fascinating athletes.

Peck's views on being a separate courageous individual.

NFL head coach Mike Smith lead one of the most remarkable turnarounds in NFL history. In the season prior to his arrival in 2008, the Atlanta Falcons had a 4-12 record and the franchise had never before achieved back-to-back winning seasons. Under Smith's leadership, the Falcons earned an 11-5 record in his first season and would go on to become perennial playoff and Super Bowl contenders earning Smith AP Coach of year in 2008 and voted Coach of Year by his peers in 2008, 2010 and 2012. You Win in the Locker Room First draws on the extraordinary experiences of Coach Mike Smith and Jon Gordon—consultant to numerous college and professional teams—to explore the seven powerful principles that any business, school, organization, or sports team can adopt to revitalize their organization. Step by step, the authors outline a strategy for building a thriving organization and provide a practical framework that give leaders the tools they need to create a great culture, lead with the right mindset, create strong relationships, improve teamwork, execute at a higher level, and avoid the pitfalls that sabotage far too many leaders and organizations. In addition to sharing what went right with the Falcons, Smith also transparently shares what went wrong his last two seasons and provides invaluable lessons leaders can take away from his victories, success, failures and mistakes. Whether it's an executive leadership team of a Fortune 500 company, a sports team, an emergency room team, military team, or a school team successful leaders coach their team and develop, mentor, encourage, and guide them. This not only improves the team, it improves the leaders and their relationships, connections, and organization. You Win in the Locker Room First offers a rare behind-the-scenes look at one of the most pressure packed leadership jobs on the planet and what leaders can learn from these experiences in order to build their own winning team.

From a New York Times investigative reporter and Pulitzer Prize finalist, "an essential book for our times" (Ezra Klein), tracking the high-stakes inside story of how Big Tech's breakneck race to drive engagement—and profits—at all costs fractured the world We all have a vague sense that social media is bad for our minds, for our children, and for our democracies. But the truth is that its reach and impact run far deeper than we have understood. Building on years of international reporting, Max Fisher tells the gripping and galling inside story of how Facebook, Twitter, YouTube, and other social networks, in their pursuit of unfettered profits, preyed on psychological frailties to create the algorithms that drive everyday users to extreme opinions and, increasingly, extreme actions. As Fisher demonstrates, the companies' founding tenets, combined with a blinkered focus maximizing engagement, have led to a destabilized world for everyone. Traversing the planet, Fisher tracks the ubiquity of hate speech and its spillover into violence, ills that first festered in far-off locales to their dark culmination in America during the pandemic, the 2020 election, and the Capitol Insurrection. Through it all, the social-media giants refused to intervene in any meaningful way, claiming to champion free

speech when in fact what they most prized were limitless profits. The result, as Fisher shows, is a cultural shift toward a world in which people are polarized not by beliefs based on facts, but by misinformation, outrage, and fear. His narrative is about more than the villains, however. Fisher also weaves together the stories of the heroic outsiders and Silicon Valley defectors who raised the alarm and revealed what was happening behind the closed doors of Big Tech. Both panoramic and intimate, The Chaos Machine is the definitive account of the meteoric rise and troubled legacy of the tech titans, as well as a rousing and hopeful call to arrest the havoc wreaked on our minds and our world before it's too late.

Scratch and Claw: The Path To Entrepreneurial Greatness is about the journey of how a normal every day entrepreneur tried and struggled mightily to build a successful business in the e-Commerce space. Kirk Cooper's journey mirrors that of many others like him, and in this book, he transparently shares the ups and downs that were required for him to succeed at the highest level. You'll find a roadmap that you can adapt to your own journey as you search for your own path to time and economic freedom in these difficult times.

In his quest to define 'sporting greatness', double Olympic champion Alistair Brownlee has spent nearly 4 years interviewing and training with some of the greatest minds in sport to discover what it takes to become - and remain - a champion.

An unconventional business book for the rebels and misfits—the Rare Breeds—who don't fit the traditional mold, offering an approach that's anything but business as usual. "Brazen rant!" -- Seth Godin, New York Times bestselling author of This is Marketing and What to Do When It's Your Turn In every job you've ever had, you've been judged, labeled, and made to feel like an outsider. Defiant. Dangerous. Different. A real pain-in-the-ass. The message? To be successful, you've got to fundamentally change. But what if -- instead of conforming -- you learned how to punch society's codes in the nose, run like a hooligan through the corridors of entrenched power, and succeed -- not by grinding down your prickly parts, but by going all-in on who you really are? "A guide for strategic rebellion." -- Mark Levy, founder of Levy Innovation and creator of Your Big Sexy Idea® Meet Sunny Bonnell and Ashleigh Hansberger, award-winning global brand consultants, founders of Motto, and authors of Rare Breed: A Guide to Success for the Defiant, Dangerous, and Different. In this book, you'll come face-to-face with seven controversial virtues that are typically seen as ladder-burning, career-ending personality traits that - convention says -- keep mavericks, oddballs, and visionaries like you from getting along, getting buy-in, and getting ahead. "A beautiful reminder that you are not alone." -- Charlamagne Tha God, New York Times bestselling author of Black Privilege Sunny and Ashleigh provide singular insight into how you can flip the script and turn your so-called "vices" into your virtues, transforming your most "undesirable" flaws into the high-octane fuel of your success. In a world that wants to own you, you'll finally learn how to own yourself, through embracing all your parts - not just the pretty ones. College dropouts and social misfits Sunny and Ashleigh provide front-row seats to their own counterintuitive rise from broke-ass outsiders to brand consultants for iconic brands. Success, they show you, is no longer the sole purview of the Harvard MBA graduate. Your ticket to ride resides within the side of you that's disorderly, independent, and rogue. Deep down, you've always been the kid to point out when the emperor has no clothes. Yet, time and time again you've been faced with the consequences of deviating from social expectations. This is a new conversation for a new era. What would happen if, starting today, you walked away from the sheeple? What could you build?

From the NBA's most sought-after trainer and skills coach comes a "backstage pass to a part of the NBA that most fans never see" (Pete Thamel, Yahoo Sports)—how superstars like Stephen Curry, Kevin Durant, Derrick Rose, Russell Westbrook, and Kevin Love work to excel at the game. When Rob McClanaghan failed to make the Syracuse basketball team as a walk-on freshman, he asked the coaches what he needed to do to achieve his goal the following year. They all agreed: get stronger. So that's what he did. For months, Rob traded fraternity parties and hanging out with buddies for hours in the gym lifting weights and shooting baskets. He was single-minded; the only thing that mattered was defying the odds. He returned to Syracuse for his sophomore year thirty pounds heavier and caught the coach's eye. In Net Work, McClanaghan's "experience, knowledge, and keen understanding of the sport jumps off the pages" (Bob Iger, CEO of the Walt Disney Company) and he delivers what he brings to each of his training sessions: the same grit and spirit that got him into the college game. He calls it "the grind," and he knows that without it, even the most talented players will come up short. McClanaghan pushes his clients hard; he does whatever he can to drive his players to the edge and to simulate fourth quarter, at-the-buzzer adrenaline and fatigue. An all-access pass to the practice courts of the NBA, Net Work combines McClanaghan's hard-earned wisdom—both on and off the court—with rare glimpses into the dues-paying life of professional athletes determined to stay at the top. McClanaghan shares stories of working one-on-one with some of basketball's greatest names, explaining how each athlete works to shore up his offensive and defensive weaknesses; perfect his nutrition; treat injuries; build mental toughness; and find occasional refuge from the glare of the spotlight. This book is life inside the NBA as you've never seen it, where players differentiate themselves by their willingness to put in relentless "net work."

"I challenge you to make a difference in the world, to reach higher and farther than you ever imagined. I challenge you to start something." -- Tiger Woods, from the foreword Are you ready for a challenge? Are you ready to make a real difference in your life, and the world around you? You can do it even if you're not Tiger Woods. You can be a winner at school, and with your friends, your family, your team. You can be the superstar of your own life. And you can start today. Tiger didn't start out as a champion. But his father Earl taught him unforgettable lessons about dreaming big, reaching goals, and believing with all his heart that anything is possible. He showed Tiger that anyone can make a difference in the world by reaching out and caring about others. And now Tiger's dad is sharing those lessons and ideas with you, so you can be a champion at whatever you do. Earl Woods and the Tiger Woods Foundation want you to Start Something. In this book you'll find dozens of ways you can start something new, and make the world a better place one step at a time. Some are about action, and some will just give you something to think about. Help a little kid clean up a park • settle an argument • write down one thing each day that you're proud of • donate school supplies to a needy school • ask your parents about their day • include the kid who always gets left out • refuse to give up • and much more... Try a few or try them all. Just try. Dare to set an example that others can follow. Dare to be great. Dare to set goals that only you can achieve. Packed with Tiger-tested

advice and creative ideas for helping others, this book offers powerful insight into how you can build the kind of confidence that makes Tiger great, create goals that can help you make your way in the world, and take practical steps when you find yourself feeling overwhelmed. As Earl writes, "You are a miracle, and you can make miracles happen. Celebrate yourself, for all the things that make you special and unique. Remember: Anyone can be part of the pack, but there is only one of you."

For more than two decades, legendary trainer Tim Grover has taken the greats—Michael Jordan, Kobe Bryant, Dwyane Wade, and hundreds of relentless competitors in sports, business, and every walk of life—and made them greater. Now, for the first time ever, he reveals what it takes to achieve total mental and physical dominance, showing you how to be relentless and achieve whatever you desire. Direct, blunt, and brutally honest, Grover breaks down what it takes to be unstoppable: you keep going when everyone else is giving up, you thrive under pressure, you never let your emotions make you weak. In "The Relentless 13," he details the essential traits shared by the most intense competitors and achievers in sports, business, and all walks of life. Relentless shows you how to trust your instincts and get in the Zone; how to control and adapt to any situation; how to find your opponent's weakness and attack. Grover gives you the same advice he gives his world-class clients—"don't think"—and shows you that anything is possible. Packed with previously untold stories and unparalleled insight into the psyches of the most successful and accomplished athletes of our time, Relentless shows you how even the best get better . . . and how you can too.

Summary of Winning Everyone loves to win in whatever they do, which makes people search for a secret to winning. This book, *Winning: The Unforgiving Race to Success* was written by Tim S. Grover. The writer of the book is a public speaker and motivational speaker who has written a bestselling book *Relentless: From Good to Great to Unstoppable*. The author's latest book *Winning: The Unforgiving Race to Success*, promises to deliver lessons that will make a person winner in his/her field of work. In this book, the writer explains that the book is not to motivate people but to deliver winning results to motivated people. The writer also declares that if someone is seeking motivation from this book then this book is not appropriate for that person. The thirteen lessons to follow for winning in the book seem worth trying. However, there are few sections in this book where some people might find it difficult to agree with the author. I particularly want to point out a single line where I strongly disagree with the author. In this book, the author has said that time is not important to accomplish work and only dedication and focus can do. I personally believe every task requires a certain amount of time and without that time given no work can be performed. I mean, what if someone asked you to build a building in a day and told you everything is possible with focus and dedication. This is plain maddening and unrealistic. The book is written in a very simple and understandable language which is the best part of this book. The book does not contain any images or diagrams to support the writing. Grover has used lots of examples from his experience with Michael Jordan and Kobe Bryant. The examples are so focused on these two celebrities that one might be confused thinking the book is an autobiography of Michael Jordan or Kobe Bryant. At some point, it feels like the book is only about winning in basketball games. One must read the complete book to understand the total picture of the book. The book will be enjoyable for people who love games or basketball. Here is a Preview of What You Will Get: - A Full Book Summary - An Analysis - Fun quizzes - Quiz Answers - Etc Get a copy of this summary and learn about the book.

From the bestselling author of *The Bomber Mafia*: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." —Michael Lewis

Legendary trainer Tim Grover's internationally acclaimed training program used by the pros, including Michael Jordan and Kobe Bryant—now completely revised, updated, and expanded, with 100 new photos. Since 1989 when Tim Grover began training Michael Jordan, hundreds of elite competitors have turned to Grover to become stronger, faster, and more powerful, both physically and mentally. From Jordan to Kobe Bryant to Dwyane Wade and countless other superstars, Grover's revolutionary methods have made the best even better, year after year. In *Jump Attack*, Grover shares the revolutionary program he uses to train the pros. A fitness bible for athletes around the world, this three-phase, twelve-week program has been completely updated with new exercises and workouts as well as cutting-edge information on training, nutrition, longevity, injury prevention, and more. Devised for explosive power, quickness, endurance, and agility, this intensely challenging workout pushes athletes out of their comfort zones, tests their capacity to go harder, and turns "I can't" into "Just try and stop me." You don't have to be an elite athlete to benefit from Grover's program—but you can attain the mindset of a champion through the physical program outlined in this complete plan. Says Grover: "This is how my pros do it. If you want to become more explosive, stronger, and faster, if you want to jump higher and improve your overall athletic performance in any sport, this is exactly how we do it today: This program is the difference between jumping and taking flight."

Be Relentless! Hamish Brewer (aka the Tattooed Skateboarding Principal) grew up in a home disrupted by poverty, addiction, and family dysfunction. He understands the feelings of fear, lostness, and desperation that overwhelm too many children today—because that was his life. That experience is what drives him to work relentlessly to empower people living in the toughest areas to envision and create a better future for themselves. Disrupt the norm. That is the challenge Hamish, a Nationally Distinguished Principal, calls educators, students, families, and communities to accept. And as he authentically shares his life experiences and adventures in this book, you, too, will be inspired to . . . Believe that something bigger and better is possible. Pursue your best, whatever it takes. Transform your school. Become the educator you always dreamed of being. Leave a legacy that pushes others to achieve their best! Relentless is more than a motto. It's a mission of total passion and purpose. And it's the only way to win at work and at life. Are you ready to take your life and work to the next level? Be Relentless! "Hamish proves that passion, love, and thinking outside the box have the power to change children's lives." --Michael Ien Cohen, director and producer, *Humanity Stoked* "This book is no gimmick; it is a way of being. It is real. We must fight for all children. We must be all in. So, roll up your sleeves. Show those tattoos. And be Relentless." --John P. Broome, PhD, associate professor of education, University of Mary Washington "In *Relentless*, Hamish Brewer shares a story of hope, love, and inspiration for making schools better. It is one part memoir, one part school-improvement guide, and a whole lot of motivation." --Beth Houf, principal, Fulton Middle School; coauthor, *Lead Like a PIRATE*

The winners of the Nobel Prize show how economics, when done right, can help us solve the thorniest social and political problems of our day. Figuring out how to deal with today's critical economic problems is perhaps the great challenge of our time. Much greater than space travel or perhaps even the next revolutionary medical breakthrough, what is at stake is the whole idea of the good life as we have known it. Immigration and inequality, globalization and technological disruption, slowing growth and accelerating climate change—these are sources of great anxiety across the world, from

New Delhi and Dakar to Paris and Washington, DC. The resources to address these challenges are there—what we lack are ideas that will help us jump the wall of disagreement and distrust that divides us. If we succeed, history will remember our era with gratitude; if we fail, the potential losses are incalculable. In this revolutionary book, renowned MIT economists Abhijit V. Banerjee and Esther Duflo take on this challenge, building on cutting-edge research in economics explained with lucidity and grace. Original, provocative, and urgent, *Good Economics for Hard Times* makes a persuasive case for an intelligent interventionism and a society built on compassion and respect. It is an extraordinary achievement, one that shines a light to help us appreciate and understand our precariously balanced world.

It's the same cycle: you diligently sort through résumés to find the cream of the crop. You have amazing interviews and confidently land on the one, but two weeks into the job and the one turns out to be the wrong one. What gives? Well, you're clearly screwing something up, and it's time to find out what it is. It's frustrating. You're up to date on all the newest interview techniques. You know what to look for on candidates' résumés. You inspect social media profiles for red flags and put them through an in-depth panel interview. They pass with flying colors. But still, a week or two into the job, it's clearly not working out. They turn out to be less motivated than they claimed. They didn't reveal their tendencies in the interview, and they don't have the skills necessary to do the job. Chances are it's not about what you're doing right in the hiring process—it's about what you're doing wrong. *How Not to Hire* is filled with interviews and stories of people who were being held back by the things they didn't realize were working against them. The workplace is a minefield filled with politics and unspoken rules. This book is here to teach you: How you're screwing it up and what to do about it How other people screwed it up before figuring it out What you should stop doing immediately What you should be doing more of Now, stop panicking and letting frustration hold you back. This book is the tool you need to get the best candidates for the interview and the right person for the job!

Here is the story of Jerry Weintraub: the self-made, Brooklyn-born, Bronx-raised impresario, Hollywood producer, legendary deal maker, and friend of politicians and stars. No matter where nature has placed him—the club rooms of Brooklyn, the Mafia dives of New York's Lower East Side, the wilds of Alaska, or the hills of Hollywood—he has found a way to put on a show and sell tickets at the door. "All life was a theater and I wanted to put it up on a stage," he writes. "I wanted to set the world under a marquee that read: 'Jerry Weintraub Presents.'" In *WHEN I STOP TALKING, YOU'LL KNOW I'M DEAD*, we follow Weintraub from his first great success at age twenty-six with Elvis Presley, whom he took on the road with the help of Colonel Tom Parker; to the immortal days with Sinatra and Rat Pack glory; to his crowning hits as a movie producer, starting with Robert Altman and Nashville, continuing with *Oh, God!*, *The Karate Kid* movies, and *Diner*, among others, and summing with Steven Soderbergh and *Ocean's Eleven*, *Twelve*, and *Thirteen*. Along the way, we'll watch as Jerry moves from the poker tables of Palm Springs (the games went on for days), to the power rooms of Hollywood, to the halls of the White House, to Red Square in Moscow and the Great Palace in Beijing—all the while counseling potentates, poets, and kings, with clients and confidants like George Clooney, Bruce Willis, George H. W. Bush, Armand Hammer, Brad Pitt, Matt Damon, Bob Dylan, Led Zeppelin, John Denver, Bobby Fischer . . . well, the list goes on forever. And of course, the story is not yet over . . . as the old-timers say, "The best is yet to come." As Weintraub says, "When I stop talking, you'll know I'm dead." With wit, wisdom, and the cool confidence that has colored his remarkable career, Jerry chronicles a quintessentially American journey, one marked by luck, love, and improvisation. The stories he tells and the lessons we learn are essential, not just for those who love movies and music, but for businessmen, entrepreneurs, artists . . . everyone.

"But I can't . . ." "There's no way . . ." "It's impossible . . ." Enough. Get off your ass and make your "someday" goals a priority—today. After years of coaching and consulting hundreds of startup rookies as well as seasoned entrepreneurs, executives, and CEOs, Bedros Keuilian realized that most people who want to start a business, grow an existing business, author a book, make more money, or make a bigger impact usually take the long, slow, painful way to get there . . . and more than 80 percent of entrepreneurs never get to their desired destination or achieve their full potential in business. They treat their dream as if it were merely a hobby and dip their toes in the water, but they never commit to diving in—you get the idea. It's time to cut the bullshit excuses. Everyone has a gift, a purpose. It's your duty to figure out what your gift is and how you're going to share it with the world. *Man Up: How to Cut the Bullshit and Kick Ass in Business (and in Life)* is your guide to doing exactly that. Keuilian, founder and CEO of Fit Body Boot Camp and known as the "hidden genius" behind many of the most successful brands and businesses throughout multiple industries, will show you how to break out of the sea of mediocrity, get singularly focused on your purpose, and do what it takes—not only to achieve but dominate your goals. With Keuilian's no-nonsense approach in both business and personal spheres, you'll be able to define your purpose and have clarity of vision—and a plan—to make the quantum leap. Whether it's creating and growing a company, leaving a legacy, making a difference, or launching a new brand, you will discover how to use your passion, purpose, and sheer grit to overcome any adversity that attempts to derail your progress. If there's an area of your life in which you need to man up, this book will get you there.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

The definitive biography of a legendary athlete. The Shrug. The Shot. The Flu Game. Michael Jordan is responsible for sublime moments so ingrained in sports history that they have their own names. When most people think of him, they think of his beautiful shots with the game on the line, his body totally in sync with the ball -- hitting nothing but net. But for all his greatness, this scion of a complex family from North Carolina's Coastal Plain has a darker side: he's a ruthless competitor and a lover of high stakes. There's never been a biography that encompassed the dual nature of his character and looked so deeply at Jordan on and off the court -- until now. Basketball journalist Roland Lazenby spent almost thirty years covering Michael Jordan's career in college and the pros. He witnessed Jordan's growth from a skinny rookie to the instantly recognizable global ambassador for bas-

ketball whose business savvy and success have millions of kids still wanting to be just like Mike. Yet Lazenby also witnessed the Michael Jordan whose drive and appetite are more fearsome and more insatiable than any of his fans could begin to know. Michael Jordan: The Life explores both sides of his personality to reveal the fullest, most compelling story of the man who is Michael Jordan. Lazenby draws on his personal relationships with Jordan's coaches; countless interviews with Jordan's friends, teammates, and family members; and interviews with Jordan himself to provide the first truly definitive study of Michael Jordan: the player, the icon, and the man.

Even among the most elite performers, certain athletes stand out as a cut above the rest, able to outperform in clutch, game-deciding moments. These athletes prove that raw athletic ability doesn't necessarily translate to a superior on-field experience—its the mental game that matters most. Sports participation—from the recreational to the collegiate Division I level—is at an all-time high. While the caliber of their games may differ, athletes at every level have one thing in common: the desire to excel. In *The Champion's Mind*, sports psychologist Jim Afremow, PhD, offers the same advice he uses with Olympians, Heisman Trophy winners, and professional athletes, including: • How to get in a "zone," thrive on a team, and stay humble • How to progress within a sport and sustain long-term excellence • Customizable pre-performance routines to hit full power when the gun goes off or the puck is dropped With hundreds of useful tips, breakthrough science, and cutting-edge workouts from the world's top trainers, *The Champion's Mind* will help you shape your body to ensure a longer, healthier, happier lifetime.

#1 NEW YORK TIMES BESTSELLER • "The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly."—*Entertainment Weekly* NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE "MOST INFLUENTIAL" (CNN), "DEFINING" (LITHUB), AND "BEST" (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE'S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • Booklist • Globe and Mail Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first "immortal" human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb's effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta's family did not learn of her "immortality" until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta's daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn't her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences.

"From the elite performance coach for Michael Jordan, Kobe Bryant, Dwyane Wade, and many others—and the author of the powerful bestseller *Relentless*—a no-holds-barred formula for winning that is ideal for business people, athletes, and anybody wanting to achieve success. In *Relentless*, Tim Grover showed that you need to be tough and ruthless-toward others and yourself-to achieve your goals. Now, in *Winning* he takes that skill repertoire to an even higher level, demonstrating why he is one of the world's most sought-after mindset experts. Based on three decades of work with elite competitors like Michael Jordan, Kobe Bryant, and Dwyane Wade, *Winning* challenges you to destroy every obstacle in your path, even if, at the moment of greatest triumph, it may be all taken away. Whether you're an athlete striving to win, an entrepreneur building a business, a CEO managing an empire, a salesperson looking to close a deal, or a high achiever determined to stand in the winner's circle, *Winning* offers thirteen key principles for ramping up your performance to the maximum. If you're addicted to the taste of success and crave more, then you're ready for the results-driven performance formula found here. And if you're already winning and want to learn how to execute excellence repeatedly—so you can own not just this moment, but the next, and the next—then *Winning* is for you!"

Structured like an anatomy book, this is a definitive self-care guide for anyone who wants to take care of their whole person—body, mind, and spirit This user-friendly guide gives straightforward and practical advice to anyone who wants a holistic approach to taking care of themselves naturally. Following the traditional framework of an anatomy book that explains each body system chapter-by-chapter, Pip Waller—an experienced practitioner and teacher—provides fundamental information and tips about exercise, diet, supplements, understanding and caring for your emotional and mental health, naturopathic principles from various traditions, and simple yet effective ways of working with spiritual energy. Based on the premise that an underlying vital force—which needs to be in balance for health to be fully present—animates all life, this book is designed to support and promote our inherent tendency toward wholeness and equilibrium. Each chapter includes fun recipes to enhance health and well-being.

A young man's journey through the Philippines' most unlikely obsession: basketball. In *Pacific Rims*, Rafe Bartholemew, journalist, *New Yorker*, and veteran baller, ventures through the Philippines to investigate the country's love of basketball. From street corners where diehards fashion hoops out of old car parts to the professional league where politicians exploit team loyalties to win elections, *Pacific Rims* gets the story—and gets in the game.

The words are on the tip of your tongue, but you just can't quite remember them. You've been there a hundred times, so why did you take the wrong turn? Outwardly, as people age they may be looking and feeling younger than their parents' generation—60 is the new 40, after all—but mental decline can begin as early as age 30, and it will impact everyone at some point. The increasing rate of dementia is sobering, and the personal, financial, and societal stakes are high. The good news is, just like diet and exercise can keep aging bodies healthier, the proper mental regimen can slow—even reverse—the deterioration of our mental capacity. In this practical and hopeful book, Dr. Frank Minirth gives readers trustworthy scientific insights, helpful assessments to measure mental sharpness, and proven strategies to preserve focus, memory, and brain power at every age. Each chapter includes brain boosters, exercises, and challenges, as well as engaging personal stories.

Six years ago, I was diagnosed with class IV Aggressive Prostate cancer that spread to my bones. This book details the alternative healing method using baking soda and molasses when doctors said I only had a few months to less than two years to live. "I finally opened the report to these words:

"NO CONVINCING EVIDENCE OF AN OSSEOUS METASTATIC PROCESS". I bawled like a baby. Two days later I got another report in the mail about my blood tests: PSA is now 0.1.... That is zero point one!" Writing "After the Jolt" has given me the chance to express my experiences in greater detail and to share the knowledge and insights that I have gained from all those thousands of cancer stories and questions fielded over the past 6 years from my website. In the book I go into greater detail with the powerful healing methods of baking soda, deep breathing, relaxation, alkaline diet, and visualization/meditation/prayer.

An award-winning trainer draws on experience with such top athletes as Michael Jordan, Kobe Bryant and Ken Griffey, Jr. to explain how to tap dark competitive reflexes in order to succeed regardless of circumstances, explaining the importance of finding internal resources and harnessing the power of personal fears and instincts.

Your ultimate guide to overcoming losses and injuries and achieving greatness—on and off the field. Leading sports psychologist Jim Afremow, author of *The Champion's Mind*, knows what makes good athletes great, especially when they come back to win after facing devastating injuries, tough obstacles, or seemingly insurmountable odds. Making a comeback isn't just about raw talent or athletic ability—it's the mental game that counts most. In the new paperback edition of *The Champion's Comeback*, he offers winning strategies for athletes of any age or skill level to get mentally psyched for competition, quickly rebound after a loss, and overcome injuries (and the fear of re-injury). Afremow explores the psychology of commitment and shows you how to develop the core confidence of repeat champions. Featuring unique tips and advice, including guided imagery scripts, easy-to-follow mental training exercises, and motivating stories of famous "comeback" athletes, *The Champion's Comeback* is the ultimate athlete's handbook, encouraging you to not only stay in the game but also achieve greatness, no matter what.

Praise for *Mind Gym* "Believing in yourself is paramount to success for any athlete. Gary's lessons and David's writing provide examples of the importance of the mental game." --Ben Crenshaw, two-time Masters champion and former Ryder Cup captain "Mind Gym hits a home run. If you want to build mental muscle for the major leagues, read this book." --Ken Griffey Jr., Major League Baseball MVP "I read *Mind Gym* on my way to the Sydney Olympics and really got a lot out of it. Gary has important lessons to teach, and you'll find the exercises fun and beneficial." --Jason Kidd, NBA All-Star and Olympic gold-medal winner In *Mind Gym*, noted sports psychology consultant Gary Mack explains how your mind influences your performance on the field or on the court as much as your physical skill does, if not more so. Through forty accessible lessons and inspirational anecdotes from prominent athletes—many of whom he has worked with—you will learn the same techniques and exercises Mack uses to help elite athletes build mental "muscle." *Mind Gym* will give you the "head edge" over the competition.

Reproduction of the original: *Thirty Years in Hell* by Bernard Fresenborg

Throughout your life, you've had parents, coaches, teachers, friends, and mentors who have pushed you to be better than your excuses and bigger than your fears. What if the secret to having the confidence and courage to enrich your life and work is simply knowing how to push yourself? Using the science habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel Robbins will explain the power of a "push moment." Then, she'll give you one simple tool you can use to become your greatest self. It take just five seconds to use this tool, and every time you do, you'll be in great company. More than 8 million people have watched Mel's TEDx Talk, and executives inside of the world's largest brands are using the tool to increase productivity, collaboration, and engagement. In *The 5 Second Rule*, you'll discover it takes just five seconds to: Become confident Break the habit of procrastination and self-doubt Beat fear and uncertainty Stop worrying and feel happier Share your ideas with courage *The 5 Second Rule* is a simple, one-size-fits-all solution for the one problem we all face—we hold ourselves back. The secret isn't knowing what to do—it's knowing how to make yourself do it. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

Discover the key to all your future success and achievement, and learn that what makes you different, makes you great. According to science, 99 percent of our DNA sequence is the same as other humans. Pastor Keith Craft believes that the 1 percent difference in each of us is a type of glory that God has given us. Within the pages of his motivational and inspirational self-help book, *Your Divine Fingerprint: The Force That Makes You Unstoppable*, are the tools to help you discover a unique fingerprint that you have been given. These tools will help you deploy your unique difference that your family needs, your marriage needs, your job needs, your faith needs—that the world needs. And when you embrace and live in that uniqueness, you celebrate the glory of God.

Foreword by Ciara In this breakthrough book, the author of *Wall Street Journal* bestseller *It Takes What It Takes* provides life-changing, step-by-step guidance on how to successfully navigate adversity and defeat negativity by downshifting to neutral thinking. It's easy to be positive when everything is coming up roses. But what happens when life goes sideways? Many of us lapse into a self-defeating negative spiral that makes it hard to accomplish anything. Getting to Neutral is a step-by-step guide that shows readers how to use mental conditioning coach Trevor Moawad's innovative motivational system to defeat negativity and thrive. Neutral thinking is a judgment-free, process-oriented approach that helps us coolly assess situations in high-pressure moments. Moawad walks readers through how to downshift to neutral no matter how dire the situation. He shows us how to behave our way to success, how to determine and practice our values in a neutral framework, and how to surround ourselves with a team that helps us to stay neutral. Filled with raw, inspiring stories of how Trevor navigated health challenges with neutral thinking as well as insights drawn from some of the world's best athletes, coaches, and leaders, *Getting to Neutral* will help readers learn to handle even the most complex and turbulent situations with calm, clarity, and resolve.

The all-star adviser to athletes like Kobe Bryant and Michael Jordan shares his revolutionary, mindfulness-based program for elevating your game "George helped me understand the art of mindfulness. To be neither distracted or focused, rigid or flexible, passive or aggressive. I learned just to be." —Kobe Bryant Michael Jordan credits George Mumford with transforming his on-court leadership of the Bulls, helping Jordan lead the team to six NBA championships. Mumford also helped Kobe Bryant, Andrew Bynum, and Lamar Odom and countless other NBA players turn around their games. A widely respected public speaker and coach, Mumford is sharing his own story and the strategies that have made these athletes into stars in *The Mindful Athlete: The Secret to Pure Performance*. His proven, gentle but groundbreaking mindfulness techniques can transform the performance of anyone with a goal, be they an Olympian, weekend warrior, executive, hacker, or artist. When Michael Jordan left the Chicago Bulls to play baseball in 1993, the team was in crisis. Coach Phil Jackson, a long-time mindfulness practitioner, contacted Dr. Kabat-Zinn to find someone who could teach mindfulness techniques to the struggling team—someone who would have credibility and could speak the language of his players. Kabat-Zinn led Jackson to Mumford and their partnership began. Mumford has worked with Jackson and each of the eleven teams he coached to become NBA champions. His roster of champion clients has since blossomed way beyond basketball to include corporate executives, Olympians, and athletes in many different sports. With a charismatic teaching style that combines techniques of engaged mindfulness with lessons from popular culture icons such as Yoda, Indiana Jones, and Bruce Lee, Mumford tells illuminating stories about his larger than life clients. His

writing is down-to-earth and easy to understand and apply. The Mindful Athlete is an engrossing story and an invaluable resource for anyone looking to elevate their game, no matter what the pursuit, and includes a foreword by Phil Jackson.

Mental training is just as important as physical training when it comes to success in sport. And like physical fitness, mental toughness is something that can be taught and learned. Yet many young athletes have not learned the psychological skills needed to develop their best game. This book was written specifically for young athletes interested in improving their performance and reaching their potential in sport. Bring Your "A" Game introduces key strategies for mental training, such as goal setting, pre-performance routines, confidence building, and imagery. Each of the seventeen chapters focuses on a single mental skill and offers key points and exercises designed to reinforce the concepts. The book encourages athletes to incorporate these mental skills into their daily lives and practice sessions so that they become second nature during competition. Whether used at home by student athletes or assigned by coaches as part of team development, Bring Your "A" Game will help young performers develop a plan for success and learn to deal with the challenges of pursuing excellence in sport.

Discover the five inner beliefs shared by the world's greatest achievers. If you want to take control

of your life and achieve your biggest dreams, you must develop a "warrior mindset." This book will show you how to stop thinking like a victim and start thinking like a warrior. In this inspirational fable, Chris McNeely is a college football coach who is at the end of his rope after a hard-and-fast fall from the top of his profession. Now bankrupt and on the verge of losing his job, he has no idea what he's doing wrong or how to get back on track. Angry, worried, and desperate for help, Chris receives mysterious visits from five of history's greatest coaches: John Wooden, Buck O'Neil, Herb Brooks, Paul "Bear" Bryant, and Vince Lombardi. Together, these five legendary leaders teach Chris how to "think like a warrior" and take control of his life. The "warrior mindset" he develops changes his life forever-and it will change yours as well. Discover the life-changing lessons of John Wooden, Buck O'Neil, Herb Brooks, Bear Bryant, and Vince Lombardi in this inspirational tale of what it takes to achieve your dreams-whatever those dreams may be. This book will show you how to... - Build your self-confidence - Develop mental toughness - Attack every day with joy and enthusiasm - Use a positive mental attitude to achieve more - Harness the power of positive self-talk - Be a positive leader for your family and your team - Become the person you were born to be - And much more... The five inner beliefs revealed in this book will empower you to take control of your life and overcome any obstacle that stands in your way.