

ECKHART TOLLE

The #1 *New York Times* bestselling author of
== *The Power of Now* ==

A NEW EARTH

Awakening to Your
Life's Purpose



10TH ANNIVERSARY EDITION

with a new preface by the author

Eckhart Tolle "A New Earth"

Eckhart Tolle's "A New Earth" explores how transforming human consciousness can create a better world.

Tolle argues that the ego, a false sense of self, causes suffering. By transcending the ego, individuals find inner peace and contribute to a more awakened world.

The book examines the ego, its role in dysfunction, and the "pain-body," accumulated past emotional pain. Tolle emphasizes becoming aware of the pain-body for healing. He explores consciousness and its transformation, focusing on "presence"—being fully present in the moment. Cultivating presence allows transcending the ego and experiencing true joy.

"A New Earth" has helped many people find inner peace.

OVER 40 MILLION COPIES SOLD

THE **7** HABITS OF HIGHLY EFFECTIVE PEOPLE

Stephen R. Covey

UPDATED WITH FRESH INSIGHTS BY
SEAN COVEY
NEW YORK TIMES BESTSELLING AUTHOR

FOREWORD BY **JIM COLLINS**
AUTHOR OF *GOOD TO GREAT* AND COAUTHOR OF *BUILT TO LAST*

Stephen R. Covey "The 7 Habits of Highly Effective People"

Stephen R. Covey's "The 7 Habits of Highly Effective People" is a self-help book focused on personal and interpersonal effectiveness. It outlines seven habits, categorized into three stages: Dependence, Independence, and Interdependence.

The first three habits focus on self-mastery, moving from dependence to independence: 1) Be Proactive (taking responsibility), 2) Begin with the End in Mind (defining personal values and goals), and 3) Put First Things First (prioritizing based on importance, not urgency).

The next three habits focus on interdependence, building effective relationships: 4) Think Win-Win (seeking mutually beneficial solutions), 5) Seek First to Understand, Then to Be Understood (empathic communication), and 6) Synergize (creative cooperation).

The final habit, 7) Sharpen the Saw, focuses on continuous self-renewal in physical, social/emotional, mental, and spiritual dimensions.

Covey emphasizes character ethics over personality ethics, arguing that lasting effectiveness comes from aligning with universal principles. The book has been highly influential in business and personal development.

#1 Bestselling Author of
The 7 Habits of Highly Effective People
**Stephen R.
Covey**

JOIN
FRANKLIN COVEY'S
ON LEADERSHIP
SERIES TO BECOME A
BETTER LEADER
FRANKLINCOVEY.COM/
ONLEADERSHIP

**The 8th
HABIT**
From Effectiveness
to Greatness

Stephen R. Covey "The 8th Habit"

Stephen R. Covey's "The 8th Habit" builds upon the foundation of "The 7 Habits of Highly Effective People." It argues that in the Knowledge Worker Age, effectiveness is no longer enough; we need greatness.

The 8th Habit is "Find Your Voice and Inspire Others to Find Theirs." It's about finding your unique strengths and passions (your voice) and empowering others to do the same.

Covey emphasizes the importance of contribution and purpose, moving beyond just efficiency and effectiveness to finding meaning in one's work and life. He connects this to organizational success, arguing that companies thrive when they empower employees to find their voices and contribute their unique talents.

The book explores how to create a culture of trust and empowerment, enabling individuals and organizations to achieve greatness. It's about unleashing human potential and finding a sense of purpose that goes beyond mere productivity.

Malcolm Gladwell "David and Goliath"

DAVID
AND
GOLIATH

UNDERDOGS, MISFITS AND
THE ART OF BATTLING GIANTS

MALCOLM
GLADWELL

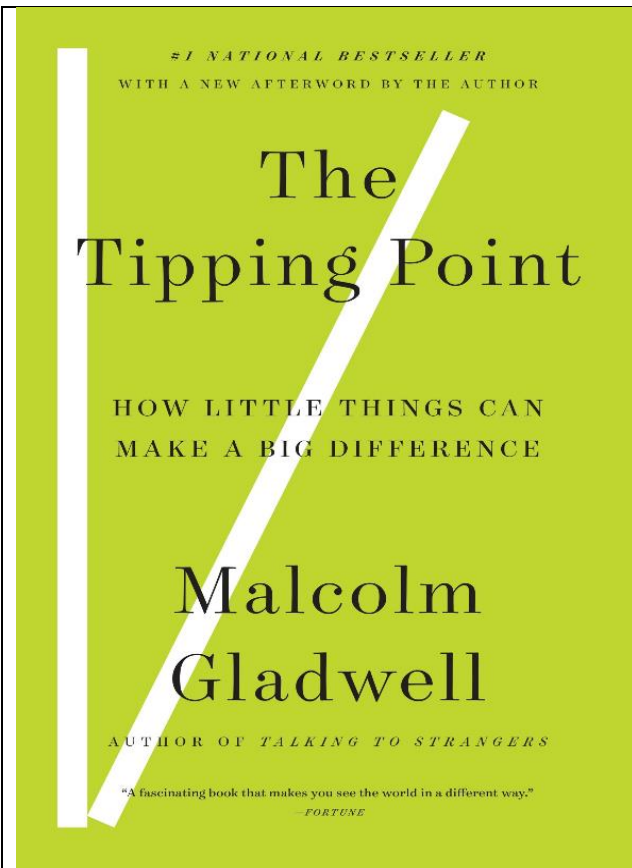
Malcolm Gladwell's "David and Goliath" explores the idea of advantages and disadvantages, arguing that what we perceive as weaknesses can actually be strengths, and vice versa.

He re-examines famous underdog stories, like the biblical tale of David and Goliath, to illustrate how perceived disadvantages can force individuals and groups to adopt unconventional strategies that ultimately lead to success.

Gladwell argues that giants (those with traditional advantages) can be surprisingly vulnerable, while underdogs (those with perceived disadvantages) can leverage their limitations to their benefit.

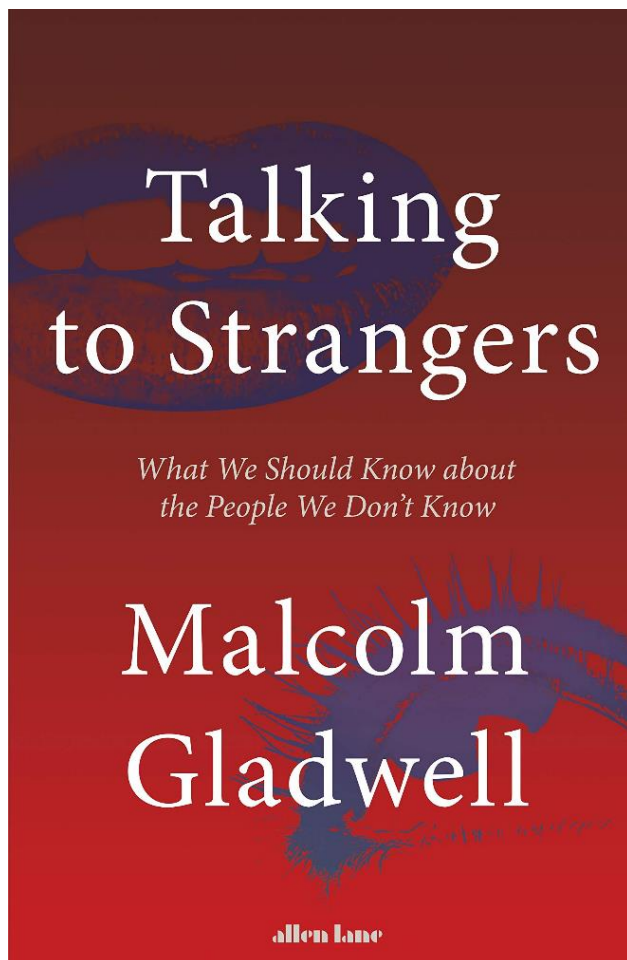
He explores various case studies, from military history to business, showing how underdogs often succeed by using their disadvantages to disrupt the status quo and exploit the weaknesses of their seemingly more powerful opponents.

The book challenges conventional wisdom about power and success, suggesting that true strength often lies in recognizing and utilizing one's perceived limitations.



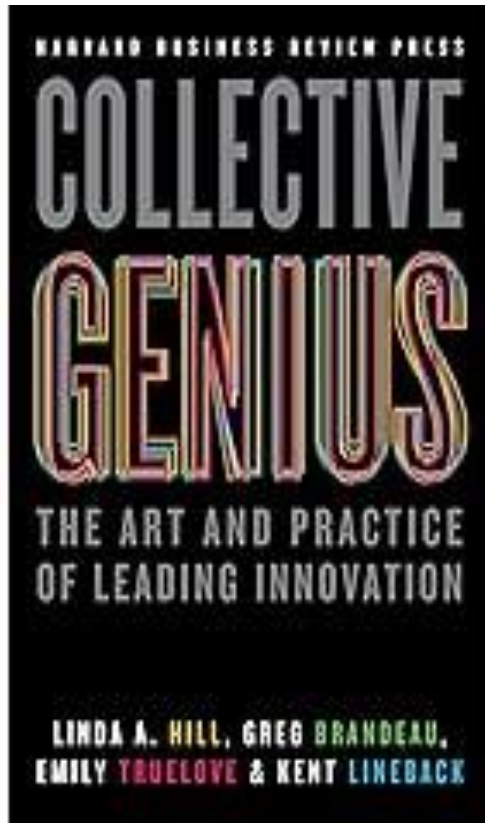
Malcolm Gladwell "The Tipping Point"

Malcolm Gladwell's "The Tipping Point" explores the "law of the few," explaining how ideas, trends, and social behaviors reach a "tipping point" and spread like wildfire. He argues that this rapid spread is driven by three key factors: Connectors (people with wide social circles who connect different groups), Mavens (experts who accumulate and share knowledge), and Salesmen (persuasive individuals who can influence others). Gladwell uses examples from fashion trends, crime rates, and the spread of diseases to illustrate how these "few" can have a disproportionate impact on social epidemics. He also discusses the importance of context, arguing that the environment in which an idea is introduced plays a crucial role in its success. The book explores the dynamics of social change and offers insights into how small actions can lead to significant outcomes.



Malcolm Gladwell "Talking to Strangers"

Malcolm Gladwell's "Talking to Strangers" explores the complexities and potential pitfalls of how we interpret and interact with people we don't know. He argues that our interactions with strangers are often fraught with misunderstandings, misjudgments, and flawed assumptions, leading to sometimes tragic consequences. Gladwell examines various case studies, from historical events to contemporary incidents, to illustrate how our "default to truth" – the tendency to believe people are honest – and our reliance on "transparency" – the belief that we can easily read people's intentions – can lead us astray. The book also explores the "coupling" phenomenon, where our behavior is influenced by the behavior of others, and how this can complicate our understanding of stranger interactions. Gladwell challenges our assumptions about how we perceive and judge strangers, suggesting that we are often far less accurate than we believe. Ultimately, "Talking to Strangers" encourages us to be more aware of the limitations of our understanding and to approach our interactions with strangers with greater humility and caution.



Linda A. Hill and others "Collective Genius"

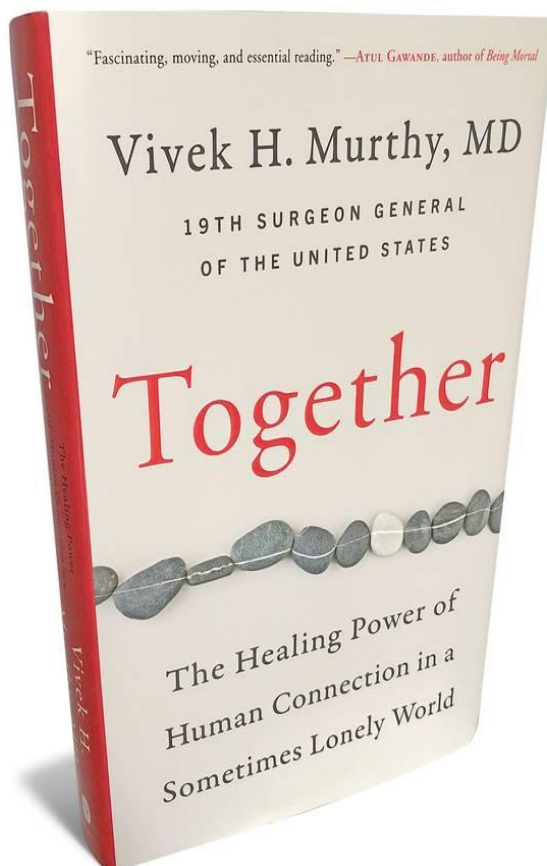
The book explores how leaders can build organizations that are capable of sustained innovation.

It argues that innovation isn't about individual genius but rather about creating a context where "collective genius" can emerge – where teams of people can generate, develop, and implement truly novel ideas.

The book identifies six key capabilities that characterize innovative organizations:

1) Provoking Learning, 2) Creating Psychological Safety, 3) Managing the Tension Between Freedom and Discipline, 4) Fostering a Culture of Experimentation, 5) Making Decisions Differently, and 6) Integrating and Implementing.

It emphasizes that leadership's role is not to be the source of all the ideas, but to create an environment where diverse perspectives are valued, experimentation is encouraged, and learning is continuous. The authors stress the importance of building a culture where people feel empowered to contribute their best ideas and work collaboratively to bring them to fruition.



Vivek H. Murthy "Together"

The book explores the profound impact of social connection (or the lack of it) on our health and well-being. Murthy discusses how loneliness has become a public health crisis, affecting people of all ages and backgrounds. Drawing from his own experiences, scientific research, and stories from individuals around the world, he demonstrates how meaningful relationships can help us live healthier, more fulfilled lives.

The book emphasizes that human connection is essential for mental, emotional, and physical health, and offers solutions to combat loneliness, such as fostering authentic relationships, community building, and empathy. Murthy also discusses how social disconnection impacts society at large, leading to problems like increased anxiety, depression, and even physical illness.

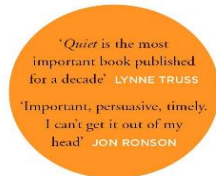
Ultimately, "Together" serves as a call to action to recognize the value of human connection and rebuild stronger, more supportive communities to promote both individual and collective well-being.

THE SUNDAY TIMES BESTSELLER



Quiet

Susan Cain



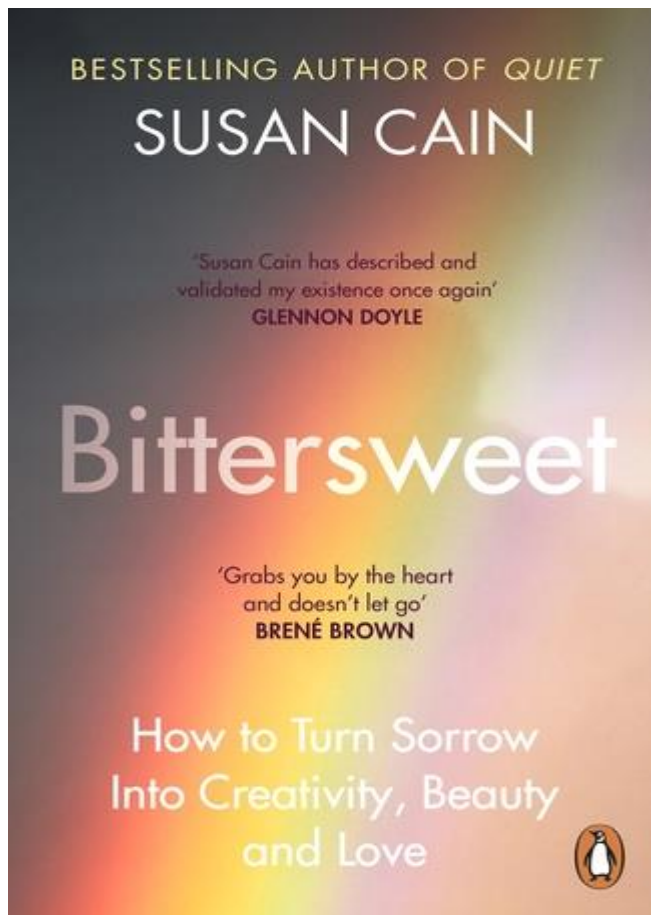
The Power of Introverts in a World That Can't Stop Talking

Susan Cain "Quiet"

The book explores the often overlooked strengths of introverts in a society that tends to favor extroverted traits.

Cain, a former lawyer and self-identified introvert, presents a compelling argument that introverts – who make up about one-third to one-half of the population – possess unique qualities, such as deep thinking, creativity, and the ability to listen and reflect, that are highly valuable but often undervalued in a world that celebrates loud, fast-paced, and outgoing personalities.

Through a mix of scientific research, personal anecdotes, and historical examples, "Quiet" demonstrates that introverts bring essential contributions to society, and that many of their best traits are crucial for innovation and leadership.



Susan Cain "Bittersweet"

The book explores the concept of bittersweetness – a blend of sadness and joy – and its profound impact on human experience, creativity, and connection.

Building on her previous work, *Quiet*, Cain delves into how feelings of longing, melancholy, and imperfection are not just negative emotions to be avoided, but rather an essential part of the human condition that can lead to deeper understanding and fulfillment.

Cain draws from a wide range of sources, including psychology, philosophy, literature, and her own personal experiences, to explore how embracing the bittersweet moments in life can enrich our relationships, creativity, and sense of purpose. She examines the beauty found in impermanence, loss, and the complexities of human emotion, arguing that acknowledging and accepting these feelings can help us live more authentically.

The book also looks at how society often seeks to avoid discomfort or sadness, pushing people to focus on positivity and success. Cain suggests that this cultural mindset may actually limit our capacity for deeper connection and meaning. Instead, she encourages readers to embrace both the light and dark sides of life, as this duality can foster greater emotional resilience, empathy, and creativity.

'A colourful page-turner'
Walter Isaacson

'Fascinating'
New Scientist

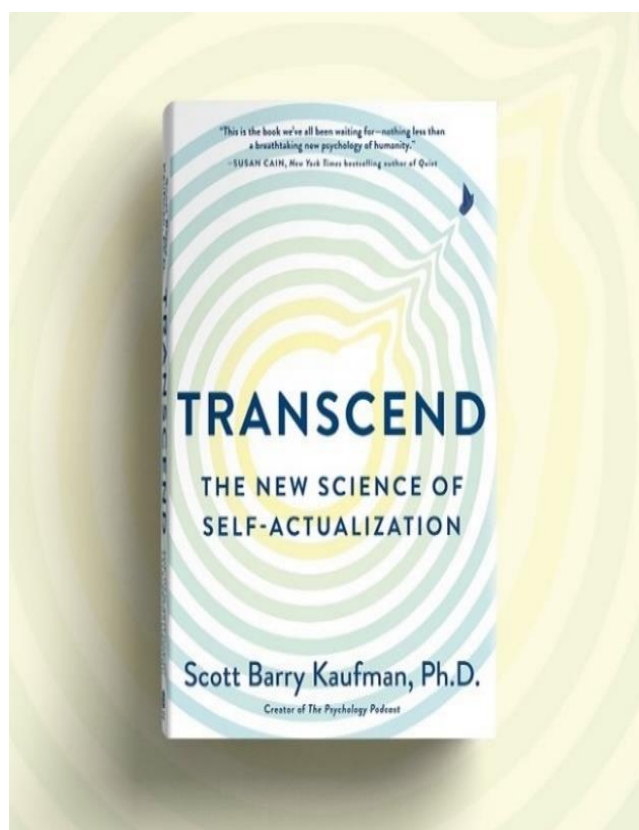
'Read it'
ELON MUSK

ERIC BERGER LIFTOFF

Elon Musk and the
Desperate Early Days
that Launched
SpaceX

Eric Berger "Liftoff"

The book focuses on the challenging early years of SpaceX, from its founding in 2002 to its first successful rocket launch in 2008. The book explores the numerous obstacles SpaceX faced, including multiple rocket failures, financial strain, and technical difficulties, highlighting how the company nearly failed before achieving success. Through interviews and research, Berger offers a behind-the-scenes look at SpaceX's survival and growth, shedding light on Elon Musk's relentless drive, leadership style, and vision for the future of space exploration. Liftoff tells the inspiring story of how SpaceX went from a struggling startup to a game-changer in the space industry.



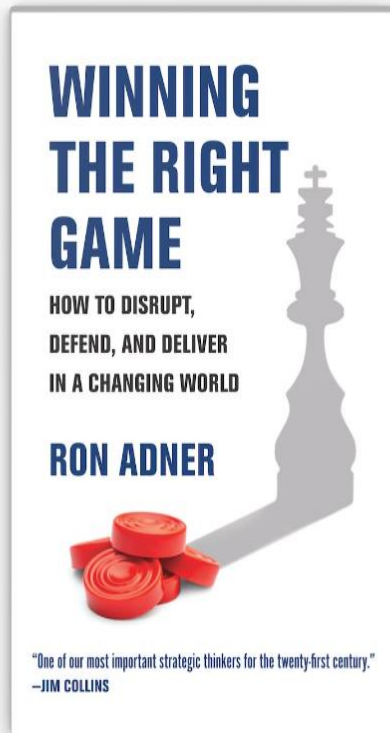
Scott Barry Kaufman "Transcend"

The book explores the concept of self-actualization, a term popularized by psychologist Abraham Maslow, but takes it a step further by blending modern psychological research with Maslow's original ideas. Kaufman presents self-actualization as a dynamic, ongoing process of growth, creativity, and fulfillment, rather than a fixed endpoint.

The book offers a comprehensive look at how people can transcend their limitations and achieve their fullest potential by integrating various aspects of psychological well-being, including emotional health, relationships, purpose, and creativity.

Kaufman argues that self-actualization isn't about perfection but about embracing one's authentic self and striving for continual growth. He also discusses how factors like trauma, culture, and societal pressures can influence our journey toward transcendence.

Drawing from psychology, neuroscience, and personal development, Transcend provides practical insights on how individuals can work toward greater meaning and fulfillment in life, encouraging readers to view self-actualization as a lifelong, evolving pursuit.

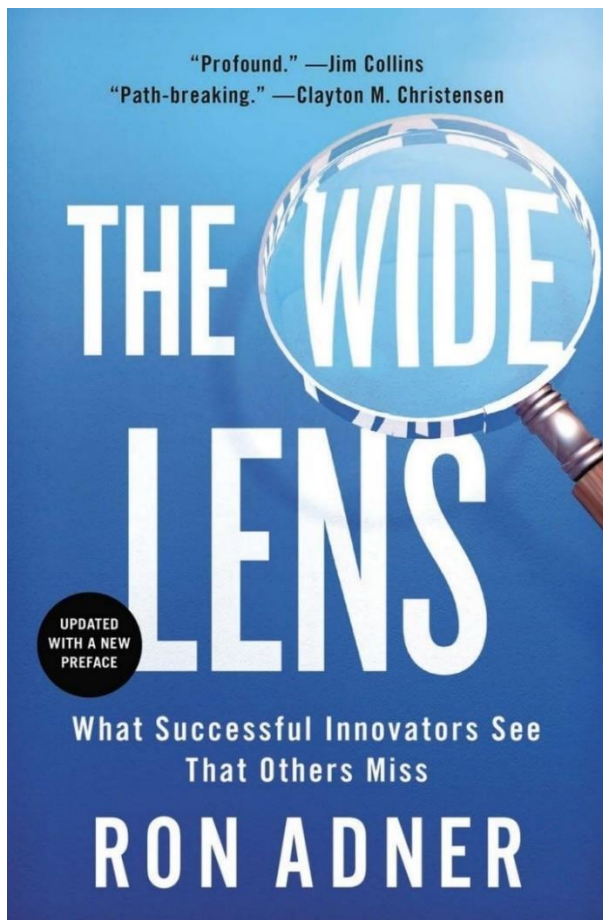


Ron Adner "Winning the Right Game"

In "Winning the Right Game", Ron Adner argues that businesses must focus not just on competing within their own markets but also on understanding the broader ecosystem they operate in.

He outlines strategies for navigating competitive landscapes, including defensive, offensive, and disruptive approaches, and emphasizes the need for innovation and strategic partnerships.

Adner offers actionable advice on identifying opportunities, adapting to disruptions, and staying ahead of competitors, helping businesses thrive in a rapidly changing world.



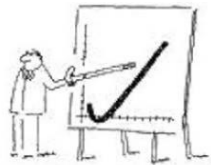
Ron Adner "The Wide Lens"

The book focuses on how companies can successfully innovate by looking beyond their own products and directly engaging with the entire ecosystem that supports them. Adner argues that innovation doesn't happen in isolation; it requires alignment between various partners, suppliers, and stakeholders.

He introduces the concept of "the innovation ecosystem," which includes not just the company's direct offerings but also the surrounding infrastructure, technologies, and business partners that are critical for success. Adner explains that many companies fail in their innovation efforts because they focus too narrowly on their own product or service, without considering how the broader ecosystem might affect their success.

Through case studies and examples, The Wide Lens provides a framework for identifying and managing the risks and dependencies within an innovation ecosystem, and offers strategies for aligning all the necessary components to maximize the chances of success. The book encourages businesses to broaden their perspective and consider the bigger picture when pursuing innovation.

STRATEGY — BEYOND THE — HOCKEY STICK



PEOPLE, PROBABILITIES, and
BIG MOVES to BEAT THE ODDS

CHRIS BRADLEY | MARTIN HIRT | SVEN SMIT

McKINSEY & COMPANY

Chris Bradley and others "Strategy Beyond the Hockey Stick"

In this book, the authors challenge the conventional approach to strategy, particularly the over-reliance on optimistic projections and "hockey-stick" growth curves that show rapid growth after a period of stagnation. The book argues that businesses often base their strategies on unrealistic assumptions and over-ambitious forecasts, which can lead to failure.

Instead, "Strategy Beyond the Hockey Stick" advocates for a more grounded, evidence-based approach to strategy. The authors encourage companies to focus on achievable goals, understand the full range of probabilities, and make bold but calculated moves based on realistic assessments of their current position and market conditions.

The authors also highlight the importance of leadership and organizational culture in executing these strategies effectively.

"Absorb this book, and you can throw out all those contemporary books about management leadership."

—*Newsweek*

THE ART OF WAR



SUN TZU

Translated by
THOMAS CLEARY

Sun Tzu "The Art of War"

The Art of War by Sun Tzu is an ancient Chinese text on military strategy and tactics.

It emphasizes the importance of preparation, understanding both yourself and your opponent, and adapting to changing circumstances. Key principles include using deception, conserving resources, and seeking victory without direct conflict.

Sun Tzu advocates for strategic thinking, flexibility, and careful planning, offering timeless wisdom applicable to various fields beyond warfare, such as business and leadership.

Foreword by Peter Block
Bestselling Author of *Community and Stewardship*

Collaborating *with the* Enemy



How to Work with People
You Don't Agree with
or Like or Trust

Adam Kahane

Bestselling author of *Solving Tough Problems* and *Power and Love*

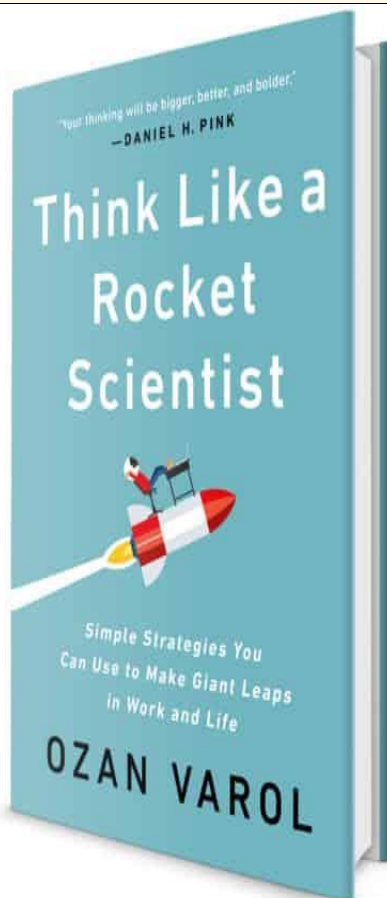
Adam Kahane "Collaborating with the Enemy"

"Collaborating with the Enemy" by Adam Kahane explores how to work with individuals or groups you strongly disagree with to achieve a common goal.

Drawing from his experience in conflict resolution and social change, Kahane emphasizes the importance of embracing collaboration despite differences.

The book offers practical insights on navigating power struggles, building trust, and finding mutual understanding.

Kahane argues that working with "enemies" can lead to transformative solutions and that successful collaboration requires humility, empathy, and openness.



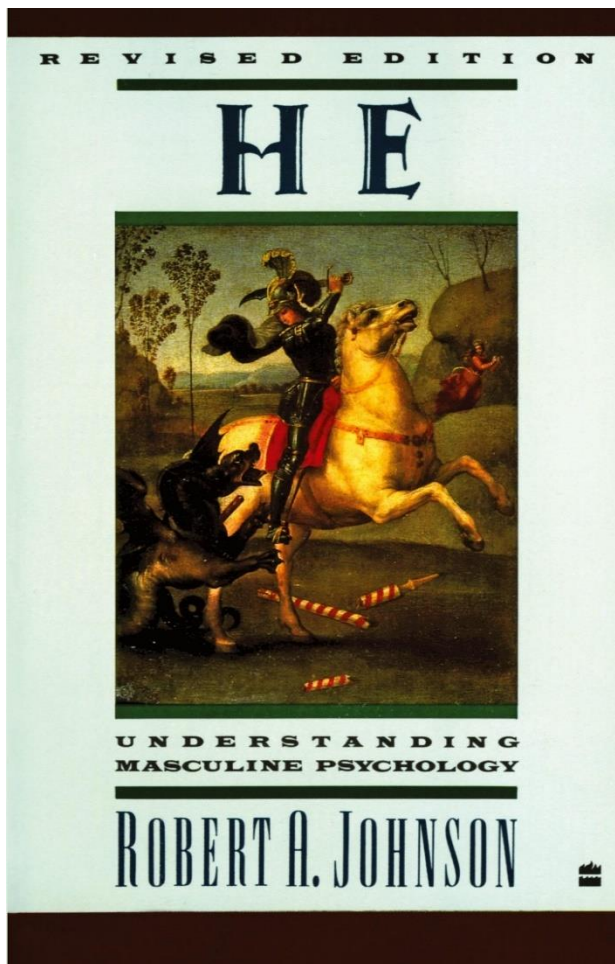
Ozan Varol "Think Like a Rocket Scientist"

The author draws on principles from rocket science to offer practical insights for solving complex problems and achieving extraordinary success in life and work.

Varol, a former rocket scientist, uses stories from space exploration to illustrate how we can apply unconventional thinking to overcome obstacles, innovate, and make better decisions.

The book emphasizes the importance of curiosity, questioning assumptions, embracing failure as a learning opportunity, and thinking systematically. Varol encourages readers to think outside the box, take calculated risks, and break free from traditional ways of doing things to unlock new possibilities.

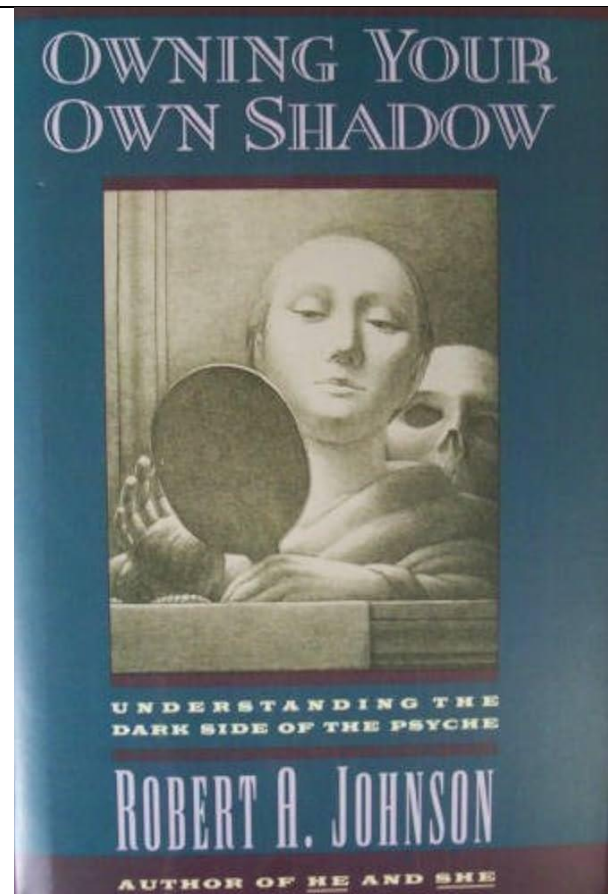
"Think Like a Rocket Scientist" offers a roadmap for approaching challenges with a mindset that fosters creativity, resilience, and success.



Robert A. Johnson "He"

In "He", Robert A. Johnson explores the complexities of the masculine psyche, offering insights into the inner world of men. Drawing from mythology, Jungian psychology, and literature, Johnson examines the psychological and emotional dynamics that shape masculinity. He delves into the struggles men face with identity, power, and vulnerability, and how these elements influence their relationships and sense of self.

The book focuses on understanding the archetypal forces that drive masculine behavior, helping men navigate their inner conflicts and grow emotionally and spiritually. By reflecting on these deeper layers of masculinity, Johnson encourages men to embrace both their strengths and vulnerabilities, leading to a more authentic and balanced life.



Robert A. Johnson "Owning Your Own Shadow"

Robert A. Johnson explores the concept of the "shadow", a term from Jungian psychology referring to the unconscious, repressed parts of our personality.

Johnson argues that embracing and integrating these shadow aspects – such as our fears, flaws, and hidden desires – is essential for personal growth and psychological wholeness.

The book discusses how failing to acknowledge our shadow can lead to inner conflict, projection onto others, and unbalanced behaviors.

By "owning" our shadow, we can gain greater self-awareness, authenticity, and emotional maturity.

Johnson uses mythological stories and psychological insights to illustrate how confronting the shadow allows us to live more fully, unlocking the potential for healing and transformation.

Under Saturn's Shadow

THE WOUNDING
AND HEALING
OF MEN



JAMES HOLLIS

Author of *The Middle Passage: From Misery to Meaning in Midlife*

James Hollis "Under Saturn's Shadow"

In "Under Saturn's Shadow", James Hollis explores the psychological and emotional challenges that men face, particularly those related to societal expectations and their personal development. Drawing from Jungian psychology, Hollis examines the influence of Saturn – the planet associated with structure, discipline, and limitations – on men's lives, particularly how these themes can manifest as wounds or unresolved issues.

He discusses how men often live under the shadow of their fears, repressed emotions, and societal pressures to conform to certain masculine ideals.

Hollis argues that many men must confront these shadows in order to mature and achieve a more authentic, fulfilling life.

The book offers guidance on how men can heal from their emotional wounds, break free from limiting patterns, and embrace a deeper sense of purpose and self-understanding.

Chris Voss "Never Split the Difference"

In "Never Split the Difference", former FBI hostage negotiator Chris Voss shares powerful negotiation techniques honed through high-stakes situations.

The book challenges the traditional approach of compromising and "splitting the difference" during negotiations, advocating instead for methods that allow you to secure better deals while maintaining strong relationships.

Voss introduces tactics like tactical empathy, mirroring, and labeling to build rapport, gain trust, and influence others.

He emphasizes the importance of active listening, asking open-ended questions, and leveraging emotions to guide negotiations.

Drawing from real-life examples, *Never Split the Difference* teaches readers how to negotiate effectively in both personal and professional contexts, even in high-pressure situations.

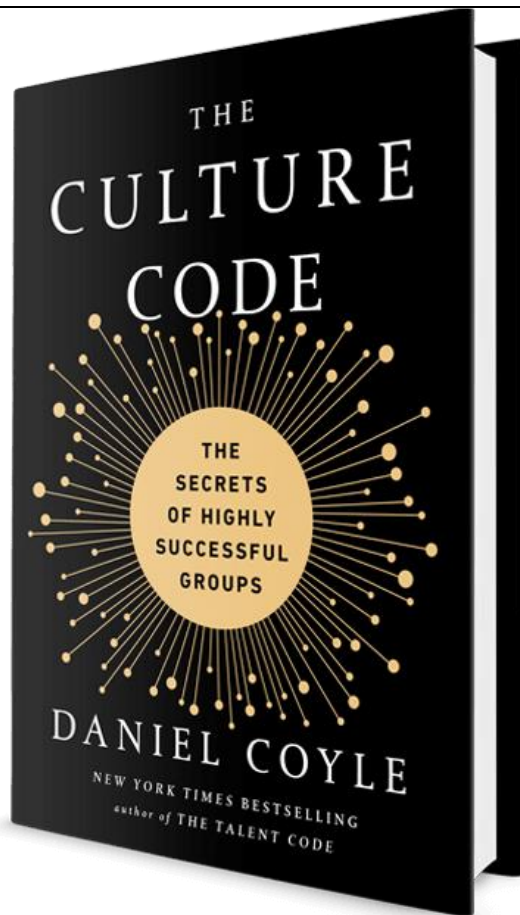
NEVER SPLIT THE DIFFERENCE

Negotiating as if your
life depended
on it

CHRIS VOSS
with Tahl Raz



A former **FBI**
hostage negotiator's
field-tested tools for
talking anyone into
(or out of) just about
anything



Daniel Coyle "The Culture Code"

In "The Culture Code", Daniel Coyle explores the key elements that make groups and teams successful.

Drawing from examples of high-performing organizations, such as the U.S. Navy SEALs, Pixar, and the San Antonio Spurs, Coyle identifies three main principles that foster a strong culture: building safety, sharing vulnerability, and establishing a purpose.

He emphasizes that creating a sense of trust and belonging within a group is essential for collaboration and success. By encouraging open communication, mutual support, and a clear, shared goal, groups can unlock their full potential. Coyle's book provides practical insights for leaders and teams looking to cultivate an environment that promotes creativity, innovation, and lasting success.