

Bueno/smoke/Learning To Silence The Mind By Osho

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The Koan Steven Heine 2000-04-20 Koans are enigmatic spiritual formulas used for religious training in the Zen Buddhist tradition. Arguing that our understanding of the koan tradition has been severely limited, contributors to this collection examine previously unrecognized factors in the formation of this tradition, and highlight the rich complexity and diversity of koan practice and literature.

Spain, Third Edition John A. Crow 2005-05-10 An interpretative history of Spain's culture, politics, traditions, and people from prehistoric times to the present, with particular concern for twentieth-century life, thought, and more.

Curating Africa in the Age of Film Festivals L. Dovey 2015-03-11 Tracing the history of Africa's relationship to film festivals and exploring the festivals' impact on the various types of people who attend festivals (the festival experts, the ordinary festival audiences, and the filmmakers), Dovey reveals what turns something called a "festival" into a "festival experience" for these groups.

Neuropath R. Scott Bakker 2009-10-13 Tom's best friend Neil worked for the National Security Agency, cracking the minds of suspected terrorists. Now it is Neil himself who has cracked and gone AWOL--what's more, he has left behind evidence that he has been employing his unique skills on civi

Network Pharmacology Shao Li 2021-09-29 This book introduces "network pharmacology" as an emerging frontier subject of systematic drug research in the era of artificial intelligence and big data. Network Pharmacology is an original subject of fusion system biology, bioinformatics, network science and other related disciplines. It emphasizes on starting from the overall perspective of the system level and biological networks, the analysis of the laws of molecular association between drugs and their treatment objects, reveals the systematic pharmacological mechanisms of drugs, and guides the research and development of new drugs and clinical diagnosis and treatment. After it was proposed, network pharmacology has been paid attention by researchers, and it has been rapidly developed and widely used. In order to systematically reveal the biological basis of diagnosis and treatment in traditional Chinese medicine and modern medicine, we proposed a new concept of "network target" for the first time, which has become the core theory of "network pharmacology". The core principle of a network target is to construct a biological network that can be used to decipher complex diseases. The network is then used as the therapeutic target, to which multicomponent remedies are applied. This book mainly includes four parts: 1) The concept and theory of network pharmacology; 2) Common analysis methods, databases and software in network pharmacological research; 3) Typical cases of traditional Chinese medicine modernization and modern drug research based on network pharmacology; 4) Network pharmacology practice process based on drugs and diseases.

The Unwritten Laws of Engineering W. J. King 1944

Right Concentration Leigh Brasington 2015-10-13 A practical guidebook for meditators interested in achieving the states of bliss and deep focus associated with the Buddhist jh?nas One of the elements of the Eightfold Path is Right Concentration: the one-pointedness of mind that, together with ethics, livelihood, meditation, and more, leads to the ultimate freedom from suffering. So how does one achieve Right Concentration? According to the Buddha himself, the jh?nas—a series of eight progressive altered states of consciousness—are an essential method. But because the jh?nas can usually be achieved only through prolonged meditation retreat, they have been shrouded in mystery for years. Not anymore. In Right Concentration, Leigh Brasington takes away the mystique and gives instructions on how to achieve them in plain, accessible language. He notes the various pitfalls to avoid along the way and provides a wealth of material on the theory of jh?na practice—all geared toward the practitioner rather than the scholar. As Brasington proves, these states of bliss and concentration are attainable by anyone who devotes the time and sincerity of practice necessary to realize them.

Surviving Dirty John Debra Newell 2021-08-31 NATIONAL INDIE EXCELLENCE AWARDS WINNER — TRUE CRIME Now that articles, podcasts, newsmagazines, and miniseries have had their sensationalistic say, Debra Newell, the one woman who truly knows what it was like to survive "Dirty John" Meehan shares the full story—the reality—with the world for the first time. Debra Newell is nothing if not a survivor. By the time she met John Michael Meehan online, she lived through a near-fatal childhood illness, an attempted rape in her 20s, the traumatic death of her sister at the hands of her brother-in-law, four failed marriages, and a litany of dating disasters. But despite those tragedies, she seemed to have it all: adoring children, a successful business, a fabulous penthouse apartment. But there was something missing: the blinding, all-consuming love she first read about to occupy her time in her childhood sickbed. And she thought she found it with John Meehan. More than a tabloid-ready true-crime expose, Debra's story is one of trauma, denial, and deception. But it is also a relatable, inspirational, and hopeful story of forgiveness and, most of all, love. The lengths to which a woman will go to find—and keep—love; the boundaries children and parents cross to protect and save the people they love; the love one must find for oneself; and the ways the illusion of love can be used to manipulate and hurt. Told in Debra's words with the help of New York Times bestselling author M. William Phelps, this book is filled with exclusive stories about Debra and her family, previously unpublished photos, and the unvarnished, unapologetic, and unbelievable reality of Surviving Dirty John.

The Story of B Daniel Quinn 2010-01-13 From the author of the critically acclaimed, award-winning bestseller Ishmael and its sequel, My Ishmael, comes a powerful novel with one of the most profound spiritual testaments of our time "A compelling 'humantale' that will unglue, stun, shock, and rearrange everything you've learned and assume about Western civilization and our future."—Paul Hawken, author of The Ecology of Commerce Father Jared Osborne has received an extraordinary assignment from his superiors: Investigate an itinerant preacher stirring up deep trouble in central Europe. His followers call him B, but his enemies say he's something else: the Antichrist. However, the man Osborne tracks across a landscape of bars, cabarets, and seedy meeting halls is no blasphemous monster—though an earlier era would undoubtedly have rushed him to the burning stake. For B claims to be enunciating a gospel written not on any stone or parchment but in our very genes, opening up a spiritual direction for humanity that would have been unimaginable to any of the prophets or saviors of traditional religion. Pressed by his superiors for a judgement, Osborne is driven to penetrate B's inner circle, where he soon finds himself an anguished collaborator in the dismantling of his own religious foundations. More than a masterful novel of adventure and suspense, The Story of B is a rich source of compelling ideas from an author who challenges us to rethink our most cherished beliefs. Explore Daniel Quinn's spiritual Ishmael trilogy: ISHMAEL • MY ISHMAEL • THE STORY OF B

The Protracted Game 1971

The 5 Second Rule Mel Robbins 2017-02-28 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}

Song Reader Beck 2012 Twenty songs presented as individual pieces of sheet music; music sheets, packaged in a hard-bound folio; includes a guide to sheet music symbols by Bettie Ross; also features full-color illustrations from some of the finest artists working currently.

The Allure of Machinic Life John Johnston 2008 An account of the creation of new forms of life and intelligence in cybernetics, artificial life, and artificial intelligence that analyzes both the similarities and the differences among these sciences in actualizing life. The Allure of Machinic Life

Catch the Moon, Mary Wendy Waters 2017-11-04 A magical story about a gifted but vulnerable girl who is both saved and damned by an angel who falls in love with her music and claims it as his own in a Faustian pact. With Mary in his thrall, he ruthlessly kills those who threaten his plan to bring Mary to Carnegie Hall where her talent will be hailed supreme. Sunday Express, March 2017: 'Catch the Moon, Mary is one of my six favourite books' - Amanda Redman, actress/director/arts patron/head of ATS, New Tricks, The Good Karma Hospital, Sexy Beast 'Beyond beautiful' - Simon Egerton, singer-songwriter, composer, lyricist 'Original and scintillating, tantalising and thought-provoking. A novel about the transformative powers of music and beauty' - Hazel Philips OAM, Gold Logie winner, author of Black River, Bright Star 'Weaves a singular spell mesmerising the reader on several levels like a fugue. Wendy Waters and her characters believe deeply in the power of music, which pours lyrically from her sentences' - Joshua Rosenblum, composer, conductor, music critic 'A rare and ingenious glimpse into the real and the surreal. Waters interfaces these twin realities with ease and dexterity, reminding us of the profound yet often neglected depth of imagination. A brave and unique journey' - Gerry Taylor-Wood, international lecturer on Esoteric Sciences and author of The Journey to the Sacred Well

Remaking Manhood 2016-03-10 Good Men Project Senior Editor Mark Greene's deeply emotional stories of boyhood and fatherhood intersect with groundbreaking research and data to create a compelling deconstruction of American masculinity. Greene's stories from the front lines of change exposes the dark and challenging impact of man box culture on men and women in America.

Foundations on the Science of War J F C Fuller 2021-09-09 This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. A Shepherd to Fools Drew Mendelson 2021-08-12 A Shepherd to Fools is the second of Drew Mendelson's trilogy of Vietnam War novels that began with Song Ba To and will conclude with Poke the Dragon. Shepherd: It is the ragged end of the Vietnam war. With the debacle of a failing South Vietnamese invasion of Northern Laos as background, A Shepherd to Fools tells the harrowing tale of a covert Hatchet Team of US soldiers and Montagnard mercenaries. They are ordered to find and capture or kill a band of American deserters, called Longshadows, before the world learns of their paralyzing rebellion. An earlier attempt to capture them failed disastrously, the facts of it buried. Captain Hugh Englander commands the Hatchet Team. He is a humorless bastard, sneering and discourteous to every regular army soldier. He cares little for the welfare of his own men and nothing for the lives of the deserters. The conflict between him and Captain David Weisman, the artillery officer assigned to the mission for artillery support, threatens to tear the team apart. Deep in the Laotian jungle, the team is caught in a final, horrific battle facing an enemy armed with Sarin nerve gas, the "worst of the worst" of the war's clandestine weapons.

His Name Is David Jan Vantoortelboom 2019-04-16 'A tale of forbidden love set in WWI Flanders' --The Guardian

Twelve Years a Slave Solomon Northup 2021-01-01 "Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt The Pocket Oracle and Art of Prudence Balthasar Gracian 2011-01-27 A classic on power to stand alongside Machiavelli and Marcus Aurelius. With aphorisms ranging from "find everyone's weak spot" to "quit whilst fortune is smiling, as all good gamblers do," this engrossing classic of the Spanish Golden Age offers pragmatic, hardheaded, and coldly-calculated advice on how to thrive in a cut-throat world. Its three hundred maxims were originally written in Spanish more than four hundred years ago and are as applicable to modern life as they are to the dynamics of Spanish Baroque society.

Petey (new cover) Ben Mikaelson 2010-06-22 In 1922, at the age of two, Petey's distraught parents commit him to the state's insane asylum, unaware that their son is actually suffering from severe cerebral palsy. Bound by his wheelchair and struggling to communicate with the people around him, Petey finds a way to remain kind and generous despite the horrific conditions in his new "home." Through the decades, he befriends several caretakers but is heartbroken when each eventually leaves him. Determined not to be hurt again, he vows to no longer let hope of lifelong friends and family torment him. That changes after he is moved into a nursing home and meets a young teen named Trevor Ladd; he sees something in the boy and decides to risk friendship one last time. Trevor, new to town and a bit of a loner, is at first weary of the old man in the wheelchair. But after hearing more of his story, Trevor learns that there is much more to Petey than meets the eye. Petey is a touching story of friendship, discovery, and the uplifting power of the human spirit.

Shelf Life Nadia Wassef 2021-10-05 "As a bookseller, I loved Shelf Life for the chance to peer behind the curtain of Diwan, Nadia Wassef's Egyptian bookstore—the way that the personal is inextricable from the professional, the way that failure and success are often lovers, the relationship between neighborhoods and books and life. Nadia's story is for every business owner who has ever jumped without a net, and for every reader who has found solace in the aisles of a bookstore." —Emma Straub, author of All Adults Here "Shelf Life is such a unique memoir about career, life, love, friendship, motherhood, and the impossibility of succeeding at all of them at the same time. It is the story of Diwan, the first modern bookstore in Cairo, which was opened by three women, one of whom penned this book. As a bookstore owner I found this fascinating. As a reader I found it fascinating. Blunt, honest, funny." —Jenny Lawson, author of Broken (in the best possible way) The warm and winning story of opening a modern bookstore where there were none, Shelf Life: Chronicles of a Cairo Bookseller recounts Nadia Wassef's troubles and triumphs as a founder and manager of Cairo-based Diwan The streets of Cairo make strange music. The echoing calls to prayer; the raging insults hurled between drivers; the steady crescendo of horns honking; the shouts of street vendors; the television sets and radios blaring from every sidewalk. Nadia Wassef knows this song by heart. In 2002, with her sister, Hind, and their friend, Nihal, she founded Diwan, a fiercely independent bookstore. They were three young women with no business degrees, no formal training, and nothing to lose. At the time, nothing like Diwan existed in Egypt. Culture was languishing under government mismanagement, and books were considered a luxury, not a necessity. Ten years later, Diwan had become a rousing success, with ten locations, 150 employees, and a fervent fan base. Frank, fresh, and very funny, Nadia Wassef's memoir tells the story of this journey. Its eclectic cast of characters features Diwan's impassioned regulars, like the demanding Dr. Medhat; Samir, the driver with CEO aspirations; meditative and mythical Nihal; silent but deadly Hind; dictatorial and exacting Nadia, a self-proclaimed bitch to work with—and the many people, mostly men, who said Diwan would never work. Shelf Life is a portrait of a country hurtling toward revolution, a feminist rallying cry, and an unapologetic crash course in running a business under the law of entropy. Above all, it is a celebration of the power of words to bring us home.

Cults Inside Out Rick Alan Ross 2014-10-16 You've seen them in movies and on TV, but cults are more prevalent than you think—and they're armed with strategies that can brainwash and persuade even the most unlikely of candidates. But how do individuals get involved with cults in the first place, and what steps can be taken to "deprogram" and heal those who have been drawn into these damaging groups? These questions and more are addressed in Cults Inside Out, written by leading cult expert Rick Alan Ross. Over the course of three decades, Ross has participated in around five hundred cult interventions, provided expert court testimony, and performed cult-related work all around the world. With the help of current and former cult members, Ross demonstrates many of the tactics the groups use for control and manipulation—and, more importantly, some of the most effective methods he and other experts have used to reverse that programming. As a result, readers will find themselves armed with a greater understanding of the nature of destructive cults and an improved ability to assess and deal with similar situations—either in their own lives or the lives of friends and family members.

Schild's Ladder Greg Egan 2002-02-21 For twenty thousand years, every observable phenomenon in the universe has been successfully explained by the Sarumpaet Rules: the laws governing the dynamics of the quantum graphs that underlie all the constituents of matter and the geometric structure of spacetime. Now Cass has stumbled on a set of quantum graphs that might comprise the fundamental particles of an entirely different kind of physics, and she has travelled three hundred and seventy light years to Mimosa Station, a remote experimental facility, in the hope of bringing this tantalising alternative to life. The "novo-vacuum" is predicted to begin decaying the instant it's created,

but even a short-lived, microscopic speck could shed light on the origins of the universe, and test the Sarumpaet Rules more rigorously than ever before. Cass's experiment turns out to be more successful than anticipated: the novo-vacuum is more stable than the ordinary vacuum around it, and a region in which the new physics holds sway proceeds to expand out from Mimosa at half the speed of light. Six hundred years later, more than two thousand inhabited systems have been lost to the novo-vacuum. On the Rindler, a ship that has matched velocities with the encroaching border, people have come from throughout inhabited space to study the phenomenon. Most are Preservationists, hunting for a way to turn back the tide, but a few belong to another faction: Yielders, who believe that the challenge of adapting to survive on the far side of the border would reinvigorate a civilization that has grown stale and insular. Tchicaya has come to the Rindler to join the Yielders, but when Mariama — a childhood friend whose example inspired him to abandon his own home world and traditions for a life of travel — arrives soon after, he is shocked to discover that she plans to help the Preservationists find a way to destroy the novo-vacuum. As a theoretical breakthrough leads to a sequence of experiments that begins to reveal the true richness of the world behind the border, tensions between the opposing factions grow. When a splinter group responds to these revelations with violent, unilateral action, Tchicaya and Mariama are forced into an uneasy alliance, and travel together through the border, balancing old and new loyalties against the fate of two incomparably different universes.

Management: A Political Activity Ted Stephenson 1985-06-24

The Art of Persistence Michal Stawicki 2015-03-31 Overweight? Alone? Out of money? Do you begin every year with a New Year's resolution only to give up after a few weeks or months? Do you constantly begin a new exercise regime, new diet, or new financial plan only to decide you're too weak-willed to keep it up? If this is you, you're not alone. Up to 96% of people fail to achieve their goals. But it's so hard to form those new habits. You know you should eat better, save some money, and make time to date, but isn't it easier to just sit on the couch? The Secret to Becoming a Millionaire 96% of people fail to achieve their goals, that still leaves 4% who are in top shape, earning a great income, and finding the love they've dreamed of. What are the secrets of these top performers? What do Tony Robbins, Jim Rohn, and Steven Covey know that you don't? What if there was a way to copy their secrets for success so you too could achieve your dreams? What if you could make healthy habits automatic so you never have to make another New Year's resolution ever again? The Simple Solution that's Right Under Your Nose Though the words consistency and habits may evoke eye rolls and a feeling of, "That's too simple!" dive a little deeper and you'll find the secret formula for success you've been waiting for. Michal Stawicki, ex-video game addict turned "Mr. Consistency," has laid out a veritable formula for getting what you want in life. Whether it's money, love, fame, a better body, or a better relationship with your kids, The Art of Persistence takes readers step by step from where they're standing-in chaos, dysfunction, and dissatisfaction-to more happiness and fulfillment. No more broken promises to yourself-this time it's really different.

October China Miéville 2018-05-22 Multi-award-winning author China Miéville captures the drama of the Russian Revolution in this "engaging retelling of the events that rocked the foundations of the twentieth century" (Village Voice) In February of 1917 Russia was a backwards, autocratic monarchy, mired in an unpopular war; by October, after not one but two revolutions, it had become the world's first workers' state, straining to be at the vanguard of global revolution. How did this unimaginable transformation take place? In a panoramic sweep, stretching from St. Petersburg and Moscow to the remotest villages of a sprawling empire, Miéville uncovers the catastrophes, intrigues and inspirations of 1917, in all their passion, drama and strangeness. Intervening in long-standing historical debates, but told with the reader new to the topic especially in mind, here is a breathtaking story of humanity at its greatest and most desperate; of a turning point for civilization that still resonates loudly today.

The Companies We Keep Bob Sigall 2006 This is the first book ever to profile and provide interesting stories on over 450 well-known Hawaii companies. It includes a timeline and 20 games and quizzes.

Thinking as a Science

Golden Promise Laurie Paige 1988

Ugly Ronney Sandra Kiss 2021-06-22 Ronney is an introverted young woman with a disgraceful appearance. She lives humbly in one of the poorest neighborhoods of Sheryl Valley, a town corrupted by the mafia in Southern California. With no diploma, she works hard in her parents' restaurant and provides voice-overs for children's animated movies during the weekend. In accordance with a long-standing family tradition, Ronney's twenty-fifth birthday celebration comes with a dare from her cousins: she must knock on the front door of the infamous Khan household. The Khans' reputation precedes them, rumored to be in association with the mafia. But when Ronney knocks on the door, before she has the chance to run, the Khan family matriarch, Camilia, takes an interest in Ronney. Ronney's lack of conventional beauty and disinterest in fashion draws Camilia in, leading her to offer Ronney the position of personal assistant to her eldest son, Yeraz, with a substantial salary at stake. It's an offer Ronney cannot refuse. To keep her job, Ronney's task is simple: do not fall in love with Yeraz. "Easy," she thinks. But what if destiny decides otherwise? Ugly Ronney is a romance in which the heroes enter the gallery of legendary lovers.

Melodious Accord Alice Parker 1991

Focused and Fearless Shaila Catherine 2010-07-16 Now ordinary meditators (and non-meditators) can understand how to attain non-ordinary states with relative ease. Blended with contemporary examples, pragmatic exercises, and "how to" instructions that anyone can try, Focused and Fearless provides a wealth of tools to cultivate non-distracted attention in daily life and on retreat. Shaila Catherine has a friendly, wise approach to the meditative states (jhanas) that lead to liberating insight. Focused and Fearless is about much more than merely meditation or concentration. It offers a complete path towards bliss, fearlessness, and true awakening.

Skin in the Game Paulo Scott 2022-01-04

50 Great Myths of Popular Psychology Scott O. Lilienfeld 2011-09-15 50 Great Myths of Popular Psychology uses popular myths as a vehicle for helping students and laypersons to distinguish science from pseudoscience. Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology Explores topics that readers will relate to, but often misunderstand, such as 'opposites attract', 'people use only 10% of their brains', and 'handwriting reveals your personality' Provides a 'mythbusting kit' for evaluating folk psychology claims in everyday life Teaches essential critical thinking skills through detailed discussions of each myth Includes over 200 additional psychological myths for readers to explore Contains an Appendix of useful Web Sites for examining psychological myths Features a postscript of remarkable psychological findings that sound like myths but that are true Engaging and accessible writing style that appeals to students and lay readers alike

To Mock a Mockingbird Raymond M. Smullyan 2000 The author of Forever Undecided, Raymond Smullyan continues to delight and astonish us with his gift for making available, in the thoroughly pleasurable form of puzzles, some of the most important mathematical thinking of our time.

Bliss Divine Swami Sivananda 2006

Information Systems and Neuroscience Fred D. Davis

Your Brain at Work, Revised and Updated David Rock 2020-08-11 A researcher and consultant burrows deep inside the heads of one modern two-career couple to examine how each partner processes the workday—revealing how a more nuanced understanding of the brain can allow us to better organize, prioritize, recall, and sort our daily lives. Emily and Paul are the parents of two young children, and professionals with different careers. Emily is the newly promoted vice president of marketing at a large corporation; Paul works from home or from clients' offices as an independent IT consultant. Their days are filled with a bewildering blizzard of emails, phone calls, more emails, meetings, projects, proposals, and plans. Just staying ahead of the storm has become a seemingly insurmountable task. In Your Brain at Work, Dr. David Rock goes inside Emily and Paul's brains to see how they function as each attempts to sort, prioritize, organize, and act on the vast quantities of information they receive in one typical day. Dr. Rock is an expert on how the brain functions in a work setting. By analyzing what is going on in their heads, he offers solutions Emily and Paul (and all of us) can use to survive and thrive in today's hyperbusy work environment—and still feel energized and accomplished at the end of the day. In Your Brain at Work, Dr. Rock explores issues such as: why our brains feel so taxed, and how to maximize our mental resources why it's so hard to focus, and how to better manage distractions how to maximize the chance of finding insights to solve seemingly insurmountable problems how to keep your cool in any situation, so that you can make the best decisions possible how to collaborate more effectively with others why providing feedback is so difficult, and how to make it easier how to be more effective at changing other people's behavior and much more.

Play Bigger Al Ramadan 2016-06-14 The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category.

If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"— companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, Play Bigger is transforming business once again, showing us how to create the market itself.

bueno-smoke-learning-to-silence-the-mind-by-osho

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