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A13 - RAYMOND NASH

«Studi Sartriani» ha pensato di dedicare questo numero al fascino irresistibile che l’America ha esercitato sull’esistenzialismo e viceversa. Sartre ha subito compreso quanto la realtà americana, nonostante le sue contraddizioni e diversità, potesse rivelarsi un fecondo luogo d’incontro e di analisi critica. I reportages di Sartre durante il suo soggiorno americano si rivelano strumenti di grande interesse per riflettere su alcuni temi fondamentali, quali individualismo, umanesimo e razzismo. Alla luce anche di recenti scritti ritrovati, appare chiaro come non si tratti tanto di studiare l’influenza dell’esistenzialismo su questa o quell’altra filosofia (inglese o americana), quanto piuttosto di comprendere come la filosofia, la letteratura e la cultura negli Stati Uniti abbiano tratto profitto, dopo il 1945, dalle produzioni dell’esistenzialismo francese in un contesto intellettuale artistico o ideologico segnato dalla guerra e dalle sue conseguenze.

Umberto Eco's wise and witty guide to researching and writing a thesis, published in English for the first time. By the time Umberto Eco published his best-selling novel *The Name of the Rose*, he was one of Italy's most celebrated intellectuals, a distinguished academic and the author of influential works on semiotics. Some years before that, in 1977, Eco published a little book for his students, *How to Write a Thesis*, in which he offered useful advice on all the steps involved in researching and writing a thesis—from choosing a topic to organizing a work schedule to writing the final draft. Now in its twenty-third edition in Italy and translated into seventeen languages, *How to Write a Thesis* has become a classic. Remarkably, this is its first, long overdue publication in English. Eco's approach is anything but dry and academic. He not only offers practical advice but also considers larger questions about the value of the thesis-writing exercise. *How to Write a Thesis* is unlike any other writing manual. It reads like a novel. It is opinionated. It is frequently irreverent, sometimes polemical, and often hilarious. Eco advises students how to avoid “thesis neurosis” and he answers the important question “Must You Read Books?” He reminds students “You are not Proust” and “Write everything that comes into your head, but only in the first draft.” Of course, there was no Internet in 1977, but Eco's index card research system offers important lessons about critical thinking and information curating for students of today who may be burdened by Big Data. *How to Write a Thesis* belongs on the bookshelves of students, teachers, writers, and Eco fans everywhere. Already a classic, it would fit nicely between two other classics: *Strunk and White* and *The Name of the Rose*. Contents *The Definition and Purpose of a Thesis* • *Choosing the Topic* • *Conducting Research* • *The Work Plan and the Index Cards* • *Writing the Thesis* • *The Final Draft*

In this collection of essays, Watts displays the playfulness of thought and simplicity of language that has made him one of the most popular lecturers and authors on the spiritual traditions of the East. Watts draws on a variety of religious traditions and explores the limits of language in the face of spiritual truth.

Questo libro offre un viaggio nelle pieghe più profonde dell’evoluzione umana e spirituale di ognuno di noi, chiarendo attraverso la semplicità e la profondità del linguaggio di Kryon tutto ciò che è utile sapere per conseguire le giuste chiavi di lettura e di interpretazione che ci permettono di fare le scelte giuste per noi stessi e per gli altri. Kryon è l’Entità Angelica più vicina a Dio che sia possibile contattare, poiché sta eseguendo un lavoro di trasformazione energetica del Pianeta per portarlo ad un livello vibrazionale ed evolutivo superiore a quello che fino ad ora è esistito. Anche in questa occasione Kryon ci guida con i suoi messaggi e insegnamenti a comprendere i misteri più profondi della spiritualità, per poterli mettere in pratica nella vita di ogni giorno. Così, giorno dopo giorno, senza quasi accorgerci, ci ritroviamo a vivere una vita che finalmente ha un significato assoluto, attraverso la relatività dei fatti e degli accadimenti che contraddistinguono la nostra stessa esistenza.

Blasting clichéd career advice, the contrarian pundit and creator of Dilbert recounts the humorous ups and downs of his career, revealing the outsized role of luck in our lives and how best to play the system. Scott Adams has likely failed at more things than anyone you’ve ever met or anyone you’ve even heard of. So how did he go from hapless office worker and serial failure to the creator of Dilbert, one of the world’s most famous syndicated comic strips, in just a few years? In *How to Fail at Almost Everything and Still Win Big*, Adams shares the game plan he’s followed since he was a teen: invite failure in, embrace it, then pick its pocket. No career guide can offer advice that works for everyone. As Adams explains, your best bet is to study the ways of others who made it big and try to glean some tricks and strategies that make sense for you. Adams pulls back the covers on his own unusual life and shares how he turned one failure after another—including his corporate career, his inventions, his investments, and his two restaurants—into something good and lasting. There’s a lot to learn from his personal story, and a lot of entertainment along the way. Adams discovered some unlikely truths that helped to propel him forward. For instance: • Goals are for losers. Systems are for winners. • “Passion” is bull. What you need is personal energy. • A combination of mediocre skills can make you surprisingly valuable. • You can manage your odds in a way that makes you look lucky to others. Adams hopes you can laugh at his failures while discovering some unique and helpful ideas on your own path to personal victory. As he writes: “This is a story of one person’s unlikely success within the context of scores of embarrassing failures. Was my eventual success primarily a result of talent, luck, hard work, or an accidental just-right balance of each? All I know for sure is that I pursued a conscious strategy of managing my opportunities in a way that would make it easier for luck to find me.”

Do What You Are has already helped more than 750,000 people find truly satisfying work. The book leads you step-by-step through the process of determining and verifying your Personality Type. Then it provides real-life case studies of people who share your Type and introduces you to the key in-

gredients your work must have for it to be genuinely fulfilling. Using workbook exercises and explaining specific job search strategies, *Do What You Are* identifies occupations that are popular with your Type and offers a rundown of your work-related strengths and weaknesses. It also shows how you can use your unique strengths to customize your job search, ensuring the best results in the shortest period of time. Whether you are a recent graduate, a first-time job seeker, or a midlife career switcher, this lively guide will enable you to discover the right career for you.

L’ho detto alla luna è una storia di caduta e di rinascita, di scelte sbagliate e di sogni ad occhi aperti. A narrarcela è una ragazza che ha avuto un’adolescenza difficile, fatta di eccessi e desiderio di approvazione. Ma ora questa ragazza, nella cui voce tutti possiamo riconoscerci, ha appena rotto con il suo ultimo fidanzato, vuole scappare di casa e non sa cosa voglia diventare da grande. Qualcosa cambia quando inizia un percorso di psicoterapia insieme a Carla, la dottoressa che la indirizzerà verso nuove scoperte, fra cui la multipotenzialità e la meditazione mindfulness. Con consapevolezza sempre più solide, anche per la protagonista giungerà il momento di riscattarsi e farsi strada nel mondo, alla riscoperta dei suoi valori e dell’amore autentico.

These seemingly disparate characters gradually realize their connections to each other just as they realize that something is not quite right about their world. And it seems as though the answers might lie with Hawthorne Abendsen, a mysterious and reclusive author whose bestselling novel describes a world in which the US won the War... *The Man in the High Castle* is Dick at his best, giving readers a harrowing vision of the world that almost was. “The single most resonant and carefully imagined book of Dick’s career.” —New York Times

Il titolo Essere e tempo possiede ancora oggi un’aura quasi magica, conferitagli dalle due parole affascinanti che lo compongono. L’obiettivo di quest’opera è ripensare la questione essenziale alla base di tutta la storia della filosofia: la domanda sul senso dell’essere. Heidegger se ne occupa in maniera particolare, facendo confluire la questione nelle inquietudini fondamentali dell’epoca contemporanea: il disincanto del mondo moderno, la crisi dei valori tradizionali, il declino della metafisica, la fuga degli dei, il dominio della tecnica, l’egemonia della razionalità strumentale e la ricerca di nuovi mezzi simbolici per l’uomo. A partire da questi presupposti, Essere e tempo diviene una sorta di accurato sismografo, capace di individuare con sorprendente precisione i crolli e le falle dell’era contemporanea e di offrirci un’esatta radiografia della coscienza etica e morale del nostro tempo. Da qui la sua perenne attualità, che si prolunga a pieno titolo nel XXI secolo.

In questo libro ti insegnerò i passi che desideri, ti educherà a prenderti cura di te stesso, della salute mentale e fisica e ti educherà a preservare un equilibrio critico. Ti insegnerò anche la pratica attraverso diverse fasi, con un programma di crescita individualizzato di una settimana. La teoria non è spiegata solo da me. La strada per il cambiamento non è semplice, ma con un po' di lavoro ti dico che puoi farcela.

The book that inspired Marie Kondo's *The Life Changing Magic of Tidying Up*, Nagisa Tatsumi's international bestseller offers a practical plan to figure out what to keep and what to discard so you can get--and stay--tidy, once and for all. Practical and inspiring, *The Art of Discarding* (the book that originally inspired a young Marie Kondo to start cleaning up her closets) offers hands-on advice and easy-to-follow guidelines to help readers learn how to finally let go of stuff that is holding them back -- as well as sage advice on acquiring less in the first place. Author Nagisa Tatsumi urges us to reflect on our attitude to possessing things and to have the courage and conviction to get rid of all the stuff we really don't need, offering advice on how to tackle the things that pile up at home and take back control. By learning the art of discarding you will gain space, free yourself from "accumulation syndrome," and find new joy and purpose in your clutter-free life.

The Second Edition of *Parliamo italiano!* instills five core language skills by pairing cultural themes with essential grammar points. Students use culture—the geography, traditions, and history of Italy—to understand and master the language. The 60-minute *Parliamo italiano!* video features stunning, on-location footage of various cities and regions throughout Italy according to a story line corresponding to each unit's theme and geographic focus.

Selected as a Book of the Year 2016 in the Guardian Reunion is a little-known but perfect novel with fans including Ian McEwan, John Boyne, Deborah Moggach, David Nicholls, Meg Rosoff and Sarah Perry. On a grey afternoon in 1932, a Stuttgart classroom is stirred by the arrival of a newcomer. Middle-class Hans is intrigued by the aristocratic new boy, Konradin, and before long they become best friends. It’s a friendship of the greatest kind, of shared interests and long conversations, of hikes in the German hills and growing up together. But the boys live in a changing Germany. Powerful, delicate and daring, *Reunion* is a story of the fragility, and strength, of the bonds between friends. 'Exquisite' Guardian 'I loved *Reunion* and found it very moving' John Boyne WITH AN AFTERWORD BY RACHEL SEIFFERT

Il turismo è l’industria più importante di questo nuovo secolo, perché muove persone e capitali, impone infrastrutture, sconvolge e ridisegna l’architettura e la topografia delle città. Con la lucidità del suo sguardo sociologico, d’Eramo tratteggia i lineamenti di un’epoca in cui la distinzione tra viaggiatori e turisti non ha più senso e recupera le origini di questo fenomeno globale, osservandone l’evoluzione fino ai giorni nostri. La nascita dell’epoca del turismo rivive attraverso le voci dei primi grandi globetrotter, a partire da Francis Bacon, passando per Samuel Johnson, fino a Gobineau e Mark Twain, che restituiscono una concezione del viaggio ancora elitaria e che, tuttavia, porta con sé quella ricerca del diverso, del selvaggio e dell’autentico tipica di ogni esperienza turistica. E proprio a questo spasmodico bisogno di autenticità si è adeguato il panorama urbano in cui viviamo oggi. Con una fondamentale precisazione: l’autenticità che appartiene alla logica del turismo è un’autenticità fasulla, che soddisfa le aspettative del turista piut-

tosto che offrire un'istantanea reale - e dunque non sempre piacevole o di facile interpretazione - di un certo luogo. Al punto da generare intere città turistiche, come Las Vegas o l'analogo esempio cinese di Lijiang, dove la Torre Eiffel può essere esportata e riprodotta di fianco al Canal Grande. Se il turismo è un'industria, i turisti sono il suo mercato e le varie città turistiche entrano in competizione per conquistarsene una fetta. Attraverso un percorso urbano che si sviluppa su tutto il mappamondo, d'Eramo smaschera la dialettica del fenomeno turistico e la affronta senza pregiudizi snobistici, collocandola nello spirito del suo tempo.

In questo libro ti insegnerò come diventare la persona che voglio, come prendermi cura di te stesso, della tua salute mentale e fisica, come mantenere un equilibrio di vita. Ti dirò come farlo. Insegnerò anche il lavoro pratico a diversi livelli e avrò un programma di sviluppo personale esteso per settimane e non solo spiegherò l'elemento teorico dello sviluppo personale. Il percorso di trasformazione non sarà semplice, ma vi assicuro che si può fare un piccolo sforzo per realizzarlo.

What do you want to be when you grow up? It's a familiar question we're all asked as kids. While seemingly harmless, the question has unintended consequences. It can make you feel like you need to choose one job, one passion, one thing to be about. Guess what? You don't. Having a lot of different interests, projects and curiosities doesn't make you a "jack-of-all-trades, master of none." Your endless curiosity doesn't mean you are broken or flaky. What you are is a multipotentialite: someone with many interests and creative pursuits. And that is actually your biggest strength. How to Be Everything helps you channel your diverse passions and skills to work for you. Based on her popular TED talk, "Why some of us don't have one true calling", Emilie Wapnick flips the script on conventional career advice. Instead of suggesting that you specialize, choose a niche or accumulate 10,000 hours of practice in a single area, Wapnick provides a practical framework for building a sustainable life around ALL of your passions. You'll discover:

- Why your multipotentiality is your biggest strength, especially in today's uncertain job market.
- How to make a living and structure your work if you have many skills and interests.
- How to focus on multiple projects and make progress on all of them.
- How to handle common insecurities such as the fear of not being the best, the guilt associated with losing interest in something you used to love and the challenge of explaining "what you do" to others. Not fitting neatly into a box can be a beautiful thing. How to Be Everything teaches you how to design a life, at any age and stage of your career, that allows you to be fully you, and find the kind of work you'll love.

A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun...then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can beat the Dip to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

When a young girl ventures through a hidden door, she finds another life with shocking similarities to her own. Coraline has moved to a new house with her parents and she is fascinated by the fact that their 'house' is in fact only half a house! Divided into flats years before, there is a brick wall behind a door where once there was a corridor. One day it is a corridor again and the intrepid Coraline wanders down it. And so a nightmare-ish mystery begins that takes Coraline into the arms of counterfeit parents and a life that isn't quite right. Can Coraline get out? Can she find her real parents? Will life ever be the same again?

'We need effective citizen-lobbyists - not just likers, followers or even marchers - more than ever. I have no hesitation in lobbying you to read this book.' Bill Emmott, former editor in chief, the Economist Many democratic societies are experiencing a crisis of faith. Citizens are making clear their frustration with their supposedly representative governments, which instead seem driven by the interests of big business, powerful individuals and wealthy lobby groups. What can we do about it? How do we fix democracy and get our voices heard? The answer, argues Alberto Alemanno, is to become change-makers - citizen lobbyists. By using our skills and talents and mobilizing others, we can bring about social and political change. Whoever you are, you've got power, and this book will show you how to unleash it. From successfully challenging Facebook's use of private data to abolishing EU mobile phone roaming charges, Alberto highlights the stories of those who have lobbied for change, and shows how you can follow in their footsteps, whether you want to influence immigration policy, put pressure on big business or protect your local community.

Sei soddisfatto della tua vita? Fai le cose che ti piacciono? Riesci a essere te stesso? Scopri come tirare fuori il meglio da te stesso e dalla tua vita attraverso un metodo in quattro passi: essere, credere, fare, avere.

Avere tanti progetti e interessi non ci condanna affatto ad essere dei dilettanti inconcludenti. Una curiosità insaziabile non ci rende necessariamente degli eccentrici che disperdono le proprie energie, ma dei multipotenziali: persone che perseguono molteplici attività creative. E questa può essere la più importante delle nostre qualità. Diventa chi sei si propone di aiutarci ad incanalare positivamente le nostre passioni e le nostre doti. Partendo dalla sua famosa conferenza TED "Perché alcuni di noi non hanno un'unica vera vocazione", Emilie Wapnick capovolge i criteri che tradizionalmente guidano la ricerca di una carriera e una vita di successo. Invece di suggerire la specializzazione in un'unica disciplina, la scelta di una nicchia, o la pratica costante in una singola area, l'autrice fornisce un programma pratico per vivere una vita soddisfacente attorno a tutte le nostre passioni. In questo libro scoprirete: Come individuare la carriera più adatta alla vostra vera personalità. Come guadagnarvi da vivere dedicandovi ai vostri molteplici interessi, specialmente nell'attuale difficile mercato del lavoro. Come focalizzarvi su molteplici progetti, facendo progressi in ciascuno di essi. Come affrontare le difficoltà più comuni, inclusa quella di perdere interesse per le cose che prima amavate. Diventa chi sei vi insegnerà a progettare una vita - a qualunque età e a qualunque stadio della vostra carriera - in cui potrete essere pienamente voi stessi e di fare il tipo di lavoro che più amate.

Revised edition of the groundbreaking New Age book that seamlessly merges Western psychology and science with spirituality, creating a compelling interpretation of the Eastern chakra system and its relevance for Westerners today. In Eastern Body, Western Mind, chakra authority Anodea Judith brought a fresh approach to the yoga-based Eastern chakra system, adapting it to the Western framework of Jungian psychology, somatic therapy, childhood developmental theory, and metaphysics and applying the chakra system to important modern social realities and issues such as addiction,

codependence, family dynamics, sexuality, and personal empowerment. Arranged schematically, the book uses the inherent structure of the chakra system as a map upon which to chart our Western understanding of individual development. Each chapter focuses on a single chakra, starting with a description of its characteristics and then exploring its particular childhood developmental patterns, traumas and abuses, and how to heal and maintain balance.

Rappresentare con verità storica, anche scomoda ai potenti di turno, la realtà contemporanea, rapportandola al passato e proiettandola al futuro. Per non reiterare vecchi errori. Perché la massa dimentica o non conosce. Denuncio i difetti e caldeggio i pregi italiani. Perché non abbiamo orgoglio e dignità per migliorarci e perché non sappiamo apprezzare, tutelare e promuovere quello che abbiamo ereditato dai nostri avi. Insomma, siamo bravi a farci del male e qualcuno deve pur essere diverso!

In the vein of *The Creative Habit* and *The Artist's Way*, a manifesto on the creative process from a master of the impossible. Since well before his epic (and illegal) 1974 walk between the Twin Towers of the World Trade Center, Philippe Petit had become an artist who answered first to the demands of his craft—and not just on the high wire, but also as a magician, street juggler, visual artist, builder, and writer. He was a rebel and an autodidact, cultivating the attitudes, resources, and techniques to tackle even seemingly impossible feats. His outlaw sensibility spawned a unique approach to the creative process—an approach he shares, with characteristic enthusiasm, irreverence, and originality, in *Creativity: The Perfect Crime*. With the reader as his accomplice, Petit reveals fresh and unconventional ways of going about the artistic endeavor, from generating and shaping ideas to practicing, problem-solving, and ultimately pulling off the “coup” itself—executing a finished work. His strategies and insights will resonate with performers of every stripe (actors, musicians, dancers), practitioners of the non-performing arts (writers, artists), professionals in search of new ways of meeting challenges, and individuals simply engaged in the art of living creatively.

With Europe convulsed in wars over religion, a young theology student finds himself siding with heretics and the disenfranchised while confronting an agent of the Vatican who is determined to hunt down and destroy enemies of the faith, in a meticulously rendered historical thriller set against the backdrop of the Reformation. Reprint.

The inspiring life-story of from the bestselling author of *Mindfulness in Plain English*—updated and expanded in honor of his 90th birthday. Bhante Gunaratana—Bhante G., as he is affectionately called—has long been among the most beloved Buddhist teachers in the West. Ordained at twelve, he would eventually become the first Buddhist chaplain at an American university, the founder of a retreat center and monastery, and a bestselling author. Here, Bhante G. lays bare the often-surprising ups and downs of his more than ninety years, from his boyhood in Sri Lanka to his decades of sharing the insights of the Buddha, telling his story with the “plain-English” good-humored approach for which he is so renowned. This expanded anniversary edition includes four new chapters in which Bhante reflects on the impact of the tsumani that struck his homeland in 2004 and his subsequent appearance on *Larry King Live*, his brief experiment in ordaining nuns at his monastery, as well intimate reflections on the loss of family members, and his own aging and infirmity—providing a model an inspiring model to us all of gracious equanimity.

Chi è un multipotenziale? Se da bambino non hai mai saputo dare un'unica risposta alla fatidica domanda “cosa vuoi fare da grande?”, e oggi non sai che cosa scrivere sul tuo biglietto da visita, molto probabilmente sei tu. E come te - basta guardarsi intorno per rendersene conto - ci sono milioni di persone che vivono perennemente in bilico fra l'ansia di non avere ancora trovato la propria strada e il piacere di imboccarne sempre diverse con facilità, interesse e profitto. Ispirato dalla celebre Ted Conference Perché alcuni di noi non hanno un'unica vera vocazione di Emilie Wapnick, Fabio Mercanti ha approfondito il tema della multipotenzialità riconoscendo come persone con molti interessi e occupazioni creative quelle che con ogni probabilità imprimeranno la spinta più forte all'innovazione nei prossimi decenni. Per la prima volta in Italia un libro affronta questo argomento attualissimo, che sintetizza questioni cruciali del mondo del lavoro e getta una nuova luce sul concetto di identità professionale. Con uno stile diretto e colloquiale e partendo da concrete esperienze di vita e di lavoro, Fabio Mercanti - egli stesso un multipotenziale cronico - ci mostra l'importanza delle qualità fondamentali di chi ha più di una carriera, individuando nella multipotenzialità una delle risorse più promettenti della società contemporanea.

Il libro, rivolto a persone adulte che stanno seguendo un percorso di sviluppo personale oppure vogliono iniziare uno, riesce a stimolare la riflessione e vuole anche essere un'illuminazione per il lettore. Nel volume vengono trattati temi di vita che ognuno di noi affronta quotidianamente: da come coltivare e mantenere un proprio stato interiore di armonia, come rapportarsi con le altre persone e con le sfide della quotidianità, a come gestire le ambiguità e le scelte con cui dobbiamo fare i conti.

Gli insegnamenti contenuti in questo testo, sono un bagaglio prezioso per i giovani, perché a loro appartiene il futuro, e uno incitamento per gli anziani, a superare con decisione la tentazione di ritirarsi nostalgicamente in un passato che non ritorna mai più.

#1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

Don't know what to do with your life? Drawn to so many things that you can't choose just one? New York Times best-selling author Barbara Sher has the answer--do EVERYTHING! With her popular career counseling sessions, motivational speeches, workshops, and television specials, Barbara Sher has become famous for her extraordinary ability to help people define and achieve their goals. What Sher has discovered is that some individuals simply cannot, and should not, decide on a single path; they are genetically wired to pursue many areas. Sher calls them "Scanners"--people whose unique type of mind does not zero in on a single interest but rather scans the horizon, eager to explore everything they see. In this groundbreaking book, you will learn: What's behind your "hit and run" obsessions When (and how) to finish what you start How to do everything you love What type of Scanner you are (and which tools you need to do your very best work)

What if everything you know about raw talent, hard work, and great performance is wrong? Few, if any, of the people around you are truly great at what they do. But why aren't they? Why don't they manage businesses like Jack Welch or Andy Grove, play golf like Tiger Woods or play the violin like Itzhak Perlman? Asked to explain why a few people truly excel, most of us offer one of two answers: hard work or a natural talent. However, scientific evidence doesn't support the notion that specific natural talents make great performers. In one of the most popular Fortune articles in years, Geoff Colvin offered new evidence that top performers in any field - from Tiger Woods and Winston Churchill to Warren Buffett and Jack Welch - are not determined by their inborn talents. Greatness doesn't come from DNA but from practice and perseverance honed over decades. And not just plain old hard work, but a very specific kind of work. The key is how you practice, how you analyze the results of your progress and learn from your mistakes, that enables you to achieve greatness. Now Colvin has expanded his article with much more scientific background and real-life examples. He shows

that the skills of business - negotiating deals, evaluating financial statements, and all the rest - obey the principles that lead to greatness, so that anyone can get better at them with the right kind of effort. Even the hardest decisions and interactions can be systematically improved. This new mindset, combined with Colvin's practical advice, will change the way you think about your job and career - and will inspire you to achieve more in all you do.

Original, inspiring and uplifting, Flow Generation is a timely guidebook for our fast-paced economic reality where a grassroots movement of people and startups have begun to redefine human work. Their stories show readers how to move beyond fear and brave the unknown, as we enter a future that seems more unpredictable than ever.