

Apa Book Chapter Citation Example

Designed specifically for undergraduate writing, this easy-to-use pocket guide provides complete guidance for new writers on effective, clear, and inclusive scholarly communication and the essentials of formatting papers and other course assignments. Don't Just Present. Persuade, Inspire, and Perform! Powerhouse presentations that engage and move your audience Imagine if every presentation received rapt attention and buy-in from the audience. Start getting these results with Own the Room, featuring the renowned Eloqui Method-innovative techniques that leave boring behind. Research shows a memorable presentation is a combination of stirring your audience's emotions while appealing to its intellect. This team of authors has developed techniques that tap into the persuasive, expressive aspects of presentations-employed over the past ten years by Fortune 500 companies such as TD Ameritrade, Mattel, Fisher-Price, Merrill Lynch, Siemens, and Pfizer. This effective method brings you: An award-winning actor who applies performance techniques from the stage to engage and move an audience A television and film director who demonstrates how to craft and deliver your message with authority, credibility, and authenticity A psychologist who specializes in memory and stage fright and reveals how to overcome fear and activate an audience's attention and memory Own the Room is written by a unique set of authors with the expertise perfect for creating vivid narratives. Own the Room shares how to excite your audience's emotions and intellect. And Own the Room will give you a communication toolkit to make any presentation lively, compelling, and memorable.

I am a hero worshiper; an insatiable devourer of biographies; and I say that no man in all the splendid list ever equaled Edmund Stonewall. You smile because you have never heard his name, for, until now, his biography has not been written. And this is not truly a biography; it is only the story of the crowning event in Stonewall's career. Really it humbles one's pride of race to see how ignorant the world is of its true heroes. Many a man who cuts a great figure in history is, after all, a poor specimen of humanity, slavishly following old ruts, destitute of any real originality, and remarkable only for some exaggeration of the commonplace. But in the case of Edmund Stonewall the world cannot be blamed for its ignorance, because, as I have already said, his story remains to be written, and hitherto it has been guarded as a profound secret. I do not wish to exaggerate; yet I cannot avoid seeming to do so in simply telling the facts. If Stonewall's proceedings had become Matter of common knowledge the world would have been-I must speak plainly-revolutionized. He held in his hands the means of realizing the wildest dreams of power, wealth, and human mastery over the forces of nature, that any enthusiast ever treasured in his prophetic soul.

`A comprehensive, well-written and beautifully organized book on publishing articles in the humanities and social sciences that will help its readers write forward with a first-rate guide as good company.' - Joan Bolker, author of Writing Your Dissertation in Fifteen Minutes a Day `Humorous, direct, authentic ... a seamless weave of experience, anecdote, and research.' - Kathleen McHugh, professor and director of the UCLA Center for the Study of Women Wendy Laura Belcher's Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success is a revolutionary approach to enabling academic authors to overcome their

anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles. Reinforced concrete has the potential to be very durable and capable of withstanding a variety of adverse environmental conditions. However, failures in the structures do still occur as a result of premature reinforcement corrosion. In this authoritative book the fundamental aspects of this complex process are analysed; focusing on corrosion of the reinforcing steel, and looking particularly, at new scientific and technological developments. Monitoring techniques, including the newly developed online-monitoring, are examined, as well as the numerical methods used to simulate corrosion and perform parameter studies. The influence of composition and microstructure of concrete on corrosion behaviour is explored. The second half of the book, which deals with corrosion prevention methods, starts with a discussion on stainless steels as reinforcement materials. There are comprehensive reviews of the use of surface treatments and coatings, of the application of corrosion inhibitors and of the application of electrochemical techniques. In each case the necessary scientific fundamentals are explained and practical instances of use are looked at. This is an invaluable guide for engineers, materials scientists and researchers in the field of structural concrete. Fundamental aspects of corrosion in concrete are analysed in detail Explores how to minimise the effects of corrosion in concrete Invaluable guide for engineers, materials scientists and researchers in the field of structural concrete This book is a reprint of the APA manual originally published in 1957. This APA style manual for writers, editors, students, educators, and professionals across all fields provides clear guidance on grammar, the mechanics of writing, and APA style. It includes examples, new guidelines and advice, and more.

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In this ambitious new work, Dr. Jonathan Fast proposes a new way of understanding the bullying experience (of the bully, the bullied, and the bystander), via the lens of shame. Beyond Bullying posits that shame is the powerful emotion that is often at the heart of many of the dynamics classified as bullying. Shame is a common human emotion for which Fast establishes a hierarchy of reactions. The following is an example of "healthy shame": when 5-year-old Sam finger-paints on his plate with his mashed potatoes, his mother says "you won't be allowed to eat at the grownup table until you stop sticking your fingers in your food." The shame in this scenario is healthy because it encourages Sam to master skills that will make him more autonomous and socially appealing, compared to "toxic shame" that damages one's self-concept by critiquing what one is rather than what one does. The distinction can be seen in the example of a parent whose child constantly forgets to complete her homework. The parent who says "your mother and I expect you to study and get good grades" is employing healthy shame, while the parent who shouts in frustration and anger "you're so lazy! You'll never amount to anything!" is administering a dose of toxic shame, directed at his daughter's self-concept rather than that act of neglecting her homework. "Weaponized Shame," which forms the core focus of this book, is the intentional use of those attacks on another person's self-concept for the purpose of inflicting emotional and

psychological harm. The premise of the book is that all bullying involves "weaponized shame." Through the use of Shame Maps, simple iconographic diagrams similar to the genograms used by family therapists, Dr. Fast visually represents the overlapping shame dynamics in play in many common interactions, emphasizing the use of weaponized shame in bullying situations. The Shame Maps provide a useful tool for parents, teachers, therapists, school mental-health professionals, and others to use when discussing bullying with children, adolescents, and other adults. Fast traces different nuances of shame dynamics through several common types of bullying, highlighting LGBTQ, gender, and race among other bases for bullying actions, before extending the analysis to terminal acts of violence including school shootings, terrorism, homicide, and suicide. The book will both give readers concrete suggestions for healthy ways to discharge shame and equip them with techniques to help diffuse potentially harmful situations before they lead to dangerous extremes. The author is developing an interactive companion website to the book that will allow visitors to create personal shame maps based on their own scenario, to help readers employ this tool in real-world situations.

The essential guide to game play therapy for mental health practitioners The revised and updated third edition of *Game Play Therapy* offers psychologists and psychiatrists a guide to game play therapy's theoretical foundations and contains the practical applications that are appropriate for children and adolescents. Game playing has proven to invoke more goal-directed behavior, has the benefit of interpersonal interaction, and can perform a significant role in the adaptation to one's environment. With contributions from noted experts in the field, the third edition contains information on the time-tested, classic games and the most recent innovations and advances in game play approaches. *Game Play Therapy's* revised third edition (like the previous editions) continues to fill a gap in the literature by offering mental health practitioners the information needed to understand why and how to use this intervention effectively. The contributors offer advice for choosing the most useful games from the more than 700 now available and describe the fundamentals of administering the games. This important updated book: Contains material on the recent advances in the field including information on electronic games and disorder-specific games Includes illustrative case studies that explore the process of game therapy Reviews the basics of the underlying principles and applications of game therapy Offers a wide-range of games with empirical evidence of the effectiveness of game therapy Written for psychologists, psychiatrists, and other mental health clinicians, the revised third edition of *Game Play Therapy* offers a guide that shows how to apply game therapy techniques to promote socialization, encourage the development of identity and self-esteem, and help individuals master anxiety.

Acclaimed as a text and professional development tool, this user-friendly resource has now been revised and updated, and offers expanded coverage of collaborative action research (CAR) and participatory action research (PAR).

Preservice and inservice educators get crucial step-by-step guidance for conducting classroom- and school-based

studies to improve their instructional practices. Organized to mirror the full cycle of action research, the book provides balanced coverage of qualitative, quantitative, and mixed methods approaches. Vivid vignettes and examples illustrate research approaches for a range of teaching and learning situations, school subjects, and age groups (PreK–12). Readers learn how research approaches are driven by the research question, as well as how to develop data collection strategies; design and/or evaluate assessment tools; interpret, analyze, report, and implement study results; and design a new cycle of research that builds on the previous one. New to This Edition *In-depth descriptions of CAR and PAR--which enable groups of teachers to work together to solve problems in a classroom or school--plus examples of both throughout the book. *Expanded or new discussions (with examples) of such topics as how research approaches and methods are driven by the research question, how to assess different types of reliability and validity, the differences between analysis and interpretation, and how to use sequential cycles of research for continuous improvement and professional development. *Fully updated references and resources. Pedagogical Features *Both individual and group exercises and activities in every chapter. *New and updated checklists and guidelines that enable busy educators to self-assess the progress and quality of their studies. *Sample templates to assist in development of research instruments. *Example boxes illustrating the components of an action research report. *Summary tables highlighting key aspects of different research strategies. *Chapter summaries (now shorter for ease of use) and suggestions for further reading. Package Consists of: Clinical Kinesiology and Anatomy, 5th Edition By: Lippert Taber's Medical Dictionary, 21st Edition By: Donald Venes

This edited collection aims to respond to dominant perspectives on twenty-first-century war by exploring how the events of 9/11 and the subsequent Wars on Terror are represented and remembered outside of the US framework. Existing critical coverage ignores the meaning of these events for people, nations and cultures apparently peripheral to them but which have - as shown in this collection - been extraordinarily affected by the social, political and cultural changes these wars have wrought. Adopting a literary and cultural history approach, the book asks how these events resonate and continue to show effects in the rest of the world, with a particular focus on Australia and Britain. It argues that such reflections on the impact of the Wars on Terror help us to understand what global conflict means in a contemporary context, as well as what its representative motifs might tell us about how nations like Australia and Britain perceive and construct their remembered identities on the world stage in the twenty-first century. In its close examination of films, novels, memoir, visual artworks, media, and minority communities in the years since 2001, this collection looks at the global impacts of these events, and the ways they have shaped, and continue to shape, Britain and Australia's relation to the rest of the world.

Beyond Common Sense addresses the many important and controversial issues that arise from the use of psychological and social science in the courtroom. Each chapter identifies areas of scientific agreement and disagreement, and discusses how psychological science advances our understanding of human behavior beyond common sense. Features original chapters written by some of the leading experts in the field of psychology and law including Elizabeth Loftus, Saul Kassin, Faye Crosby, Alice Eagly, Gary Wells, Louise Fitzgerald, Craig Anderson, and Phoebe Ellsworth. The 14 issues addressed include eyewitness identification, gender stereotypes, repressed memories, Affirmative Action and the death penalty. Commentaries written by leading social science and law scholars discuss key legal and scientific themes that emerge from the science chapters and illustrate how psychological science is or can be used in the courts.

Traditionally, nursing is acknowledged as a caring profession and is associated with advocating for others. However, incivility is increasingly occurring amongst nurses, both in the clinical and academic environments, and is causing affected nurses both psychological and physical harm. *Incivility Among Nursing Professionals in Clinical and Academic Environments: Emerging Research and Opportunities* provides emerging views and consequences surrounding workplace bullying in the healthcare profession including recognizing the signs and symptoms of incivility in the workplace, identifying ways in which affected nurses can seek help, and examining healthy methods of coping with the incivility. Featuring coverage on a broad range of topics such as human resources, therapy, and clinical nursing, this book is ideally designed for nurses, managers, healthcare workers and consumers, hospital and clinical staff, researchers, students, and policymakers.

The definite account of psychologist Jean Piaget's work. Jean Piaget's influence on psychology has been profound. His pathbreaking investigations and theories of cognitive development have set child psychology moving in entirely new directions. His bold speculations have provided the inspiration for the work of others. His studies have been the subject of many books and countless articles. And, significantly, his influence has spread to other disciplines and is having an ever-growing impact on the general culture at large. Here Jean Piaget, with the assistance of his long-time collaborator B  el Inhelder, offers a definitive presentation of the developmental psychology he has elaborated over the last forty years. This comprehensive synthesis traces each stage of the child's cognitive development, over the entire period of childhood, from infancy to adolescence.

Confronting Prejudice and Discrimination: The Science of Changing Minds and Behaviors focuses on confrontation as a strategy for reducing bias and discrimination. The volume tackles questions that people face when they wish to confront bias: What factors influence people's decisions to confront or ignore bias in its various forms? What are the motives and consequences of confrontation? How can confrontation be approached individually, through education and

empowerment, and in specific contexts (e.g., health care) to yield favourable outcomes? These questions are paramount in contemporary society, where confrontation of bias is increasingly evident. Moreover, great strides in the scientific study of confrontation in the past 20 years has yielded valuable insights and answers. This volume is an essential resource for students and researchers with an interest in prejudice and prejudice reduction, and will also be valuable to non-academics who wish to stand up to bias through confrontation. Addresses factors that determine individuals' decisions to confront stereotyping, prejudice and discrimination Analyzes how personal and collective motives shape responses in confrontation-relevant situations Examines the consequences of confrontation from the perspectives of targets, perpetrators and bystanders Provides a roadmap for how to prepare for and engage in successful confrontations at the individual level Covers confronting bias in various settings including in schools, health care, the workplace and on the internet Discusses confrontation in the context of racism, sexism, sexual harassment and other forms of bias, including intersectional forms of bias

For special education courses in schools of early childhood, primary and secondary education. Education for Inclusion and Diversity 5e continues to build on the concept of inclusive curriculum and the diversity of learning needs. This Australian text gives students a broad understanding of the principles of inclusive education, and the ways in which teachers can accommodate the differing learning needs of their students. It has been written by experts in the field of inclusion and special needs education with the particular aim of teaching students how to apply the ideas that have been presented in each chapter.

This volume explores how early potential develops into high performance in five domains: sport, the professions, academia, the performing arts, and the producing arts.

Provides information on stylistic aspects of research papers, theses, and dissertations, including sections on writing fundamentals, MLA documentation style, and copyright law

In the 21st century, digital tools enable information to be generated faster and in greater profusion than ever before, to the point where its extent and value are literally beyond imagining. Such quantities can only be meaningfully addressed using more digital tools, and thus our relationship to information is fundamentally changed. This situation presents a particular challenge to processes of learning and teaching, and demands a response from both information professionals and educators. Enabling education in a digital environment means not only changing the form in which learning opportunities are offered, but also enabling students to survive and prosper in digitally based learning environments. This collection brings together a global community of educators, educational researchers, librarians and IT strategists, to consider how learners need to be equipped in an educational environment that is increasingly suffused with digital technology. Traditional notions of literacy need to be challenged, and new literacies, including information literacy and IT literacy, need to be considered as foundation elements for digitally involved learners. Leading international experts from the USA, Canada, Australia, New Zealand, South Africa, Mexico and throughout

Europe contribute to the debate, and Hannelore Rader, Librarian and Dean of the University Libraries, University of Louisville, Kentucky, provides the foreword. The book is in two parts: In Part 1, Literacies in the Digital Age, the contributors analyse how digital technologies have enabled transformative change in the ways in which learning can be constructed, and discuss the nature of the new literacies that have emerged in this new virtual and e-learning environment. In Part 2, Enabling and Supporting Digital Literacies, the contributors go on to consider the ways in which digital literacies can be made available to learners, and how these literacies are being relocated in a more student-centred environment within the broader perspective of learning. Readership: This book takes the issues raised in the successful Information and IT Literacy, also co-edited by Allan Martin, into a broader context. It is essential reading for all information professionals and educators involved in developing strategies and practices for learning in a digital age.

The Handbook of Mental Health Interventions in Children and Adolescents is an essential guide for mental healthcare professionals to the theory and practice of mental health treatment for children up to age nineteen. Written by a panel of the best-known names in the field, this systematic and comprehensive resource includes the most current information on developmental science as it pertains to treatment, psychopharmacology, psychotherapy, sociotherapy, and the integration of treatments.

This book is a double first - the first collection together of all of Badiou's work on Beckett, and the first translation of this important material. Badiou presents a Beckett whose work is the work of philosophy itself - a philosophy in the full sense of the word, which works to reduce experience to its essential determinations. These essays together furnish a meditation on the developments of Beckett's ideas, always philosophically allusive, from first works through *The Unnameable* (a solipsist impasse, claims Badiou, from which it would take Beckett ten years to escape), to a final engagement with questions of the Other and Love.

Comprehensive and authoritative this handbook pushes back the frontiers of the study of human development in one single volume. It makes an ideal reference for experienced individuals who wish to update their understanding and remain at the cutting edge of developmental psychology.

Until now, there has only been a shallow understanding of how the leadership actions of project managers interact with ethics and social responsibility. Empirical research into this subject has been sparse. *Responsible Leadership*, by Nicholas Clarke, Alessia D'Amato, Malcolm Higgs, and Ramesh Vahidi is the first study to investigate how the relationships among managers, team members, and other stakeholders can bring about personal and ethical conflicts that impact decision making. In this groundbreaking book, the authors explore how those who serve as leaders on projects can exercise their roles in ways that respond to the ever-increasing need for ethical decision making. They examine the factors that enable and constrain responsible leadership, looking at the issues faced by project managers as they interact with team members and other stakeholders.

Responsible Leadership also provides new insights into how project managers view the moral implications of conflicts that occur as they conduct their work and is a valuable addition to the project management toolkit.

NEW YORK TIMES BESTSELLER • WINNER OF THE BOOKER PRIZE • A modern masterpiece that "reminds us of the power of truth in

the face of evil” (People)—and can be read on its own or as a sequel to Margaret Atwood’s classic, *The Handmaid’s Tale*. “Atwood’s powers are on full display” (Los Angeles Times) in this deeply compelling Booker Prize-winning novel, now updated with additional content that explores the historical sources, ideas, and material that inspired Atwood. More than fifteen years after the events of *The Handmaid’s Tale*, the theocratic regime of the Republic of Gilead maintains its grip on power, but there are signs it is beginning to rot from within. At this crucial moment, the lives of three radically different women converge, with potentially explosive results. Two have grown up as part of the first generation to come of age in the new order. The testimonies of these two young women are joined by a third: Aunt Lydia. Her complex past and uncertain future unfold in surprising and pivotal ways. With *The Testaments*, Margaret Atwood opens up the innermost workings of Gilead, as each woman is forced to come to terms with who she is, and how far she will go for what she believes.

What is the nature of law as a form of social order? What bearing do values like justice, human rights, and the rule of law have on law? Which values should law serve, and what limits must it respect in serving them? Are we always morally bound to obey the law? What are the philosophical problems that arise in specific areas of law, from criminal and tort law to contract law and public international law? The book provides an accessible, comprehensive, and high quality introduction to the major themes of legal philosophy written by a stellar international cast of contributors, including John Finnis, Martha Nussbaum, Fred Schauer, Onora O’Neill and Antony Duff. The volume is an exceptional teaching tool that provides a critical introduction to cutting-edge work in the philosophy of law.

David Reich describes how the revolution in the ability to sequence ancient DNA has changed our understanding of the deep human past. This book tells the emerging story of our often surprising ancestry - the extraordinary ancient migrations and mixtures of populations that have made us who we are.

This book helps "students to master the standard organizational patterns of the paragraph and the basic concepts of essay writing. The text's time-proven approach integrates the study of rhetorical patterns and the writing process with extensive practice in sentence structure and mechanics." - product description.

Provides guidelines and examples for handling research, outlining, spelling, punctuation, formatting, and documentation.

Literacy: Reading, Writing, and Children's Literature is a comprehensive and accessible introduction to balanced literacy instruction and learning for pre-service and in-service teachers. Tailored for Canadians, this practical and current text provides a theoretical foundation alongsidereal-world classroom examples for teaching the foundational skills of literacy.

The Handbook of Art and Design Librarianship integrates theory and practice to offer guidelines for information professionals working in art and design environments who need to support and anticipate the information needs of artists, designers, architects and the historians who study those disciplines. Since the first edition of this title, the world of art and design libraries has been transformed by rapid advances in technology, an explosion in social media and the release of new standards and guidelines. This new edition, offering mostly entirely new chapters, provides an accessible, fully updated, guide to the world of academic art and design libraries from a range of international experts who reflect current practice at a global level. Coverage includes: case studies and library profiles, providing benchmarks for developing facilities teaching and learning, including the ACRL Framework, teaching with specialcollections, meta-literacies, instructional design and cultural differencesdevelopments in institutional repositories, digital humanities and makerspacescontemporary library design, spaces for collaboration and sustainability. This book will be useful reading for students taking library and information science courses in art librarianship, special collections, and archives, as well as practising library and information professionals in art and design school libraries, art

museum libraries and public libraries.

Mosby's Canadian Textbook for the Support Worker prepares students to function in the role of support worker in community and institutional settings. The #1 text used by Support Worker programs across Canada and at Canadian-affiliated schools worldwide, the book covers the broad foundation of skills that support workers/resident care aides/health care aides need in order to perform their role safely and effectively. Comprehensive, yet easy to read, Mosby's Canadian Textbook for the Support Worker makes learning easy with clear explanations of concepts and step-by-step presentations of procedures. Numerous full-colour illustrations, photographs, charts, and tables are combined with real-life case studies and examples to provide the reader with an outstanding learning experience. Covers key procedures for Canadian support workers – 95 in total Recognizes provincial/territorial differences in scope of practice Clear, detailed instructions in step-by-step procedures Evidence-based practice: chapter references supplied at end of book Reflects current Canadian practice and terminology Additional First Nations content Chapter summaries to aid student comprehension Rationales for all procedure steps Test Bank features higher-level taxonomies to allow testing that focuses on cognitive level Instructor's Test Bank features higher-level taxonomies to allow testing that focuses on cognitive level And more!

The world's foremost expert on the English language takes us on an entertaining and eye-opening tour of the history of our vernacular through the ages. In *The Story of English in 100 Words*, an entertaining history of the world's most ubiquitous language, David Crystal draws on one hundred words that best illustrate the huge variety of sources, influences and events that have helped to shape our vernacular since the first definitively English word—'roe'—was written down on the femur of a roe deer in the fifth century. Featuring ancient words ('loaf'), cutting edge terms that reflect our world ('twittersphere'), indispensable words that shape our tongue ('and', 'what'), fanciful words ('fopdoodle') and even obscene expressions (the "c word"...), David Crystal takes readers on a tour of the winding byways of our language via the rude, the obscure and the downright surprising.

With the market-leading nursing fundamentals text in Canada, you can be assured that students will develop a firm educational foundation that will help them to succeed. Written in a clear manner and organized logically, this book will teach students all of the principles, concepts and skills necessary for them to thrive, both academically and professionally. A trusted favourite for Canadian faculty and students, the new Fourth Canadian Edition offers the most complete teaching and learning package available. A companion CD and Evolve website included with the book ensure that students have the most up-to-date and practical tools at their fingertips, and provide instructors with a host of resources to assist in their lesson planning, development and delivery. The new Fourth Canadian Edition of this nursing classic is the most current and comprehensive text available. . Nursing skills include steps and rationales to illustrate how and why a skill is performed . Critical thinking models illustrate how to provide the best care for clients . Nursing care plans include sections on Assessment, Planning, Interventions and Evaluation . Client teaching boxes emphasize key

points for patient education . Boxes on older adults, culture and primary health care highlight key principles and aspects of nursing care . Evidence-informed practice guidelines provide examples of recent guidelines for Canadian nursing practice . Research highlights provide abstracts of current nursing research studies and explain the implications for daily practice . Companion CD includes student learning activities, Butterfield's Fluids and Electrolytes Tutorial, and more . Companion Evolve website includes review questions, interactive exercises, and more . Completely revised and updated to reflect current Canadian nursing practice . New chapter on Surviving Cancer . New chapter on Nursing Informatics . 3 new Canadian section editors . An all-new Canadian editorial advisory board . Over 55 contributors from across the country . Emphasis on the Media Resources that accompany each chapter help to detail the comprehensive electronic resources available for that specific topic . Addition of new Nursing Story boxes that describe real-life scenarios . Increased emphasis on nurse and client safety, including Safety Alerts embedded throughout the text that highlight safe practices and techniques . New appendix on laboratory values

The General Theory of Employment, Interest, and Money, written by legendary author John Maynard Keynes is widely considered to be one of the top 100 greatest books of all time. This masterpiece was published right after the Great Depression. It sought to bring about a revolution, commonly referred to as the 'Keynesian Revolution', in the way economists thought—especially challenging the proposition that a market economy tends naturally to restore itself to full employment on its own. Regarded widely as the cornerstone of Keynesian thought, this book challenged the established classical economics and introduced new concepts. 'The General Theory of Employment, Interest, and Money' transformed economics and changed the face of modern macroeconomics. Keynes' argument is based on the idea that the level of employment is not determined by the price of labour, but by the spending of money. It gave way to an entirely new approach where employment, inflation and the market economy are concerned.

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR** Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and

he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including:

- Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming.
- Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity.
- Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale.
- Fairness. Treat people decently, with empathy, and be accessible to them.

This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

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