

## **Be A No Bullsh T Guide To Increasing Your Self Worth And Net Worth By Simply Being Yourself**

Social Media Is BullshitThe Joy of HexImpactNo Bullshit Social MediaWeddings UnfilteredThe No Bullshit Guide to Living Your Best LifeMan UpHow Not to ReadThe Scaffold EffectThe Hidden History of American OligarchyNo bullshit guide to math and physicsBe: A No-Bullsh\*t Guide to Increasing Your Self Worth and Net Worth by Simply Being YourselfMastering DiabetesNot F\*ing AroundDebunk It!Business Without the Bullsh\*tBeyond Bullsh\*tWorkplace WarriorNo Bullsh!t LeadershipRoxy's Little Black Book of Tips and TricksUnlearnI Call BullshitThe Confidence KitPost-TruthHow to Bullsh\*t Your Way to Number 1TruthRaise the BarNon-Bullshit InnovationThe No-Bullshit Guide to DepressionOwning it: Your Bullsh\*t-Free Guide to Living with AnxietyBullshit JobsThe No-Bullsh\*t Guide to Mindful LeadershipNo Bullshit Guide to Linear AlgebraThis Woman CanOn BullshitBullsh\*tNo Bullsh\*t LeadershipFact. Fact. Bullsh\*t!Writing Without BullshitGrind

### **Social Media Is Bullshit**

Despite the growth in number of female leaders in business, diversity in the C-suite is still a huge challenge, as women face unspoken challenges in the workplace on a daily basis. These challenges are wide ranging from navigating the myth of work life balance, owning your career path, traversing the board room to the taboo subjects of being a female bread winner, having the confidence to say no, handling work place bullies and sexual harassment. In This Woman Can, author Janice Sutherland approaches relatable scenarios that both aspiring and existing female leaders face with candor, honesty and simplicity. Providing solutions for women to develop self-belief in their capabilities to becoming high performance leaders both at work and in their lives. Utilizing her personal knowledge as one of the Caribbean's first female CEOs and drawing on her experiences as an executive leadership coach, she provides practical answers without bullshit acronyms that women can utilize to get the job done.Each chapter provides concise bulleted applications and a list of self-reflection questions to consider that will guide women of all ages along the leadership pathway.Janice demonstrates that with pragmatic approaches, women can break expectations if they believe in, own and confidently develop their personal power and not wait for empowerment. If you put your mind to it - This Woman Can.

### **The Joy of Hex**

### **Impact**

Funny, insightful, and relentlessly honest, this book is the manual

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for living with depression that everyone should have been given. It's packed with bite-sized chapters covering big-picture concepts, 60+ research-backed tools, and a friendly, no-nonsense style. This guide will get you through visits from depression and into a value-filled life.

### **No Bullshit Social Media**

A #1 NEW YORK TIMES BESTSELLER One of the most salient features of our culture is that there is so much bullshit. Everyone knows this. Each of us contributes his share. But we tend to take the situation for granted. Most people are rather confident of their ability to recognize bullshit and to avoid being taken in by it. So the phenomenon has not aroused much deliberate concern. We have no clear understanding of what bullshit is, why there is so much of it, or what functions it serves. And we lack a conscientiously developed appreciation of what it means to us. In other words, as Harry Frankfurt writes, "we have no theory." Frankfurt, one of the world's most influential moral philosophers, attempts to build such a theory here. With his characteristic combination of philosophical acuity, psychological insight, and wry humor, Frankfurt proceeds by exploring how bullshit and the related concept of humbug are distinct from lying. He argues that bullshitters misrepresent themselves to their audience not as liars do, that is, by deliberately making false claims about what is true. In fact, bullshit need not be untrue at all. Rather, bullshitters seek to convey a certain impression of themselves without being concerned about whether anything at all is true. They quietly change the rules governing their end of the conversation so that claims about truth and falsity are irrelevant. Frankfurt concludes that although bullshit can take many innocent forms, excessive indulgence in it can eventually undermine the practitioner's capacity to tell the truth in a way that lying does not. Liars at least acknowledge that it matters what is true. By virtue of this, Frankfurt writes, bullshit is a greater enemy of the truth than lies are.

### **Weddings Unfiltered**

WINNER OF BUSINESS BOOK OF THE YEAR AWARD 2020: LEADERSHIP FOR THE FUTURE A Financial Times Business Book of the Month 'A brilliant set of leadership tools that will help you succeed whatever your goal' - Sir Clive Woodward 'A punchy, plainly written guide, offering a readable and enlightened view of what leaders do and how they should do it' - Financial Times 'A new rubric on leadership' - Evening Standard Leadership is not some special club, open only to elites. It's not a gold star given only to those with expensive degrees. Leadership is for everyone. Based on the author's hard-won experience as a Global CEO, this smart, fun book delivers a step-by-step working manual on how to lead - for anyone. Full of simple and direct approaches, it demystifies an over-analysed subject to get to the

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heart of modern leadership: the life-changing, career-transforming power to get stuff done. These principles and actionable steps apply to every field, from small businesses to community initiatives, from schools to sports teams to global enterprises. No matter your goal, this book will show you how to: - make effective decisions - build a world-class team - take care of yourself and others - achieve results

### **The No Bullshit Guide to Living Your Best Life**

Think you can spot the fake? Think again. It's going to be a lot harder than you think to pick out the BS. Each entry hides one well-crafted fib among a pair of unbelievable truths. And it's up to you to figure out what's fascinating and what's fabricated on everything from koala bears to Confucius to high-fructose corn syrup. Was Cleopatra the last Egyptian pharaoh? Can you really make diamonds out of tequila? Is the platypus actually poisonous? A flip of the page reveals whether you're right or wrong as well as more information on the true trivia—and why you might've fallen for the fake fact. You'll really need to know your sh\*t if you plan on correctly calling bullsh\*t.

### **Man Up**

A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business. If you listen to the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of "social media" first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media "success," and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.

### **How Not to Read**

### **The Scaffold Effect**

The internationally bestselling self-empowerment book from influencer,

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rapper, and spoken word artist Humble the Poet, now available in a new edition with a new foreword by the author. Unlearn offers short, accessible, and counterintuitive lessons for reaching our full potential. Beloved for his sincerity, playfulness, and sage advice, globally famous rapper, spoken word artist, poet, blogger, and influencer Humble the Poet has traditionally shared his message of self-discovery, creativity, and empowerment with his fans through music and written word. That message has now been extended to this empowering book, offering insights and wisdom that challenge conventional thinking and help you tap into your best, most authentic self. Humble sees life with unique clarity. In Unlearn, he opens our eyes to our own lives, helping us to recognize the possibilities that await us and the challenges that prevent us from realizing our dreams. With his characteristic honesty and forthrightness, he helps us shed the problematic lessons we've learned throughout our lives that limit us, from sabotaging habits, to fixed mindsets, to past regrets, and relearn new, unconventional ways of moving through life. Among his 101 lessons are: Fitting In Is a Pointless Activity Don't Trust Everything You Feel Killing Expectations Births Happiness Comparisons are Killer Baby Steps Add Up You Decide Your Worth Profound in its simplicity, Unlearn is the perfect invitation to a new beginning and to pursue a life of fulfillment.

### **The Hidden History of American Oligarchy**

Consider this your ultimate guide to confidence. From the Number One bestselling author of *Owning It: Your Bullsh\*t Free Guide To Living With Anxiety*, comes *The Confidence Kit*, a refreshing take on something that's common to us all - fear. When journalist and author Caroline Foran published *Owning It*, her bullsh\*t-free account of living with anxiety, it became a phenomenal Number One bestseller. Here, in *The Confidence Kit*, she returns with her unique, down-to-earth style, sharing her essential toolkit for improved self-confidence. Her goal? To take our inner fears and anxieties and turn them into the building blocks of confidence. From understanding the fear of failure and knowing when and how to step outside your comfort zone to tools such as 'fear hacking' and the art of decision-making, *The Confidence Kit* is jam-packed with practical advice, expert input, along with the author's signature sense of humour. Consider it your ultimate guide to confidence. 'The goal of this book isn't to teach you how to become completely fearless. It's about how you can employ techniques to build your confidence, to own your fears and anxieties -- to bring you one step closer to achieving what you want in life' Caroline Foran

### **No bullshit guide to math and physics**

"In *Scaffold Parenting*, world-renowned child psychiatrist Harold Koplewicz introduces the powerful new and clinically-tested idea that this deliberate build-up and then gradual loosening of parental support is the single most effective way to encourage kids to climb

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higher, try new things and grow from mistakes, and to develop character and strength. Offering the ten building blocks or "planks" of an effective scaffold--from laying a solid foundation and setting limits and minimizing cracks--he expertly guides parents through the strategies they need to raise empowered, capable kids while building parent-child bonds that will survive adolescence and grow stronger into adulthood"--

### **Be: A No-Bullsh\*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself**

Are you a leader who has been called abrasive, aggressive, or even a bully? This book is written for--rather than about--you. You have probably noticed that many, if not most authors and speakers who deal with this subject refer to leaders like you with demeaning names, because they think you need to be more respectful. Jordan Goldrich challenges this irony--or perhaps hypocrisy--by recognizing that, in reality, you possess a warrior spirit that is crucial to the success of organizations in our current VUCA environment (volatility, uncertainty, complexity, and ambiguity). Goldrich acknowledges that (just like himself) these leaders are imperfect human beings whose leadership or communication styles can sometimes create a negative impact. But he also acknowledges an important truth--that they bring unique value to the workplace and to society. His challenge to you, in this book, is to become a better leader by measuring yourself against the greatest warriors on the planet: the Navy SEALs, the Green Berets, and the rest of the special operations community--because you have something in common with them. Like you, these heroes have an uncommon desire to succeed, are committed to taking charge, and are focused on accomplishing the mission. In addition, they commit to humbly serve and to place the welfare and security of others before their own. Goldrich shows you how to do the same. Some of the author's advice revolves around the clever use of the phrase, "The Least You Can Do." If you are interested in doing the least you can do to be both authentic and protect yourself in a politically correct, over-protective world, you will find what you need in Workplace Warrior. If, on the other hand, you want to do the least you can do in the sense that it is the right thing to do, you will find resources to authentically take your leadership to a higher level. Human resources executives, executive coaches, and people who work with and for leaders labeled as abrasive or bullies will find a unique perspective on these leaders' motivations and mindsets--and will then be able to do their part in building collaborative relationships with their colleagues.

### **Mastering Diabetes**

Contrary to popular belief, the business world is not that complicated. While every industry and every profession requires

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specific expertise, the truth is that the "business of business" is relatively simple. For the past seven years, Geoffrey James has written a daily blog that's become one of the most popular business-focused destinations on the web. In BUSINESS WITHOUT THE BULLSH\*T, readers will learn surprising but tried-and-true secrets about being an extraordinary boss, about coping with annoying coworkers, and navigating the thorny problems that recur in every workplace. TIPS FROM BUSINESS WITHOUT THE BULLSH\*T: Long work hours mean less work gets done. Multiple studies reveal that working 60 rather than 40 hours a week makes you slightly more productive but only for a little while. After about three weeks, people get burned out, get sick and go absent, and start making avoidable errors. What every boss wants from you. From your boss's perspective your real job is to make the boss successful. There are no exceptions to this rule. Why your resume is your enemy. Only write a resume after you're talking to people inside the hiring firm. Then, customize it to match what you've discovered that they really want.

### **Not F\*ing Around**

This practical guide to starting a new business skips past the MBA and goes right to the nuts and bolts of building a successful, self-sustaining company. In Grind, Michael J. McFall, co-CEO of BIGGBY® COFFEE, helps readers identify the common-sense strategies needed to turn their start-up ideas into positive-cash flow businesses. Dispensing with the notion that potential business owners require a formal education, he outlines several fundamental areas of importance, keying in on hustle, self-evaluation, and commitment. Having risen from a minimum-wage barista to build a company with over 250 stores in 9 states, McFall writes with the authority of hard-fought achievement. In addition to his calls for "personal due diligence," he goes into detail about crucial business drivers, speaking from his personal and professional experience and including examples of hits and misses along the way. Readers will be pleased to find that McFall avoids sophisticated descriptions of processes and theories, retaining a down-to-earth approachability throughout the book. Filled with anecdotes, ideas, and calls to action, Grind provides the insight and expertise aspiring business owners require to reach profitability.

### **Debunk It!**

This little book burns with a mission-to inspire writers, artists, musicians and everyone else to amp up their creativity, heal their hearts and shine in the world. Get off the couch and get on the path. Tap into the cosmic heartbeat that thumps in your chest and shines in your soul. Get NFA! Includes 23 original cartoon illustrations.

### **Business Without the Bullsh\*t**

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Changing the world and making a profit can go hand in hand. Throughout the world, capitalism and democracy are being challenged with great force. The world must change, but we cannot change it by throwing money at old ideas that no longer work. We need a new path to a new world where inequality is shrinking, where natural resources are regenerated, and people can benefit from shared prosperity. This is the world being created by the Impact Revolution. Pre-eminent international investor, entrepreneur, philanthropist and social finance innovator, Sir Ronald Cohen, has dedicated two decades to leading the Impact Revolution to achieve real social and environmental change. As one of the founders of venture capital, which ushered in the Tech Revolution, he builds on his years of personal experience to deliver a compelling account of how impact investing is reshaping capitalism. Whether you're an aspiring young entrepreneur, an established business person, an investor, a philanthropist, or somebody in government - or are interested, as a consumer or employee, in companies doing good and doing well at the same time - this book is a sure fire way to find out how you can play a role in changing the world.

### **Beyond Bullsh\*t**

The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! Detailed techniques for increasing sales, profits, market share, and efficiency. Specific solutions for brand-building, customer service, R & D, and reputation management. Facts, statistics, real-world case studies, and rock-solid metrics

### **Workplace Warrior**

Calling all witches and badass b\*tches! It's time to shake what the divine goddess gave you and live a life of bold intentions, powerful magick, and supernatural fun! Whether you're a baby witch, an experienced witch, or somewhere in between, this kickass collection of rituals and spells will inspire and invigorate your personal practice. Channel the mystical energies within and around you as you learn to manifest your dreams and open doors to exciting new possibilities. No matter what it is you're after (money, love, friendship, or inner peace), The Joy of Hex has you covered. Inside you'll find: -More than 35 rituals and spells to help you live your best life -The lowdown on witchy tools like crystals, wands, athames, altars, oils, herbs, and more! -Positivity and empowerment as you learn to trust yourself and use your intuition -Mystical and magickal rituals that soothe the soul and make life sparkle -A path to conquering the goals that matter most to you -A chance to connect to Earth's natural cycles like the goddess you are Unleash a glitter bomb of feminine power onto the world and make happy happen with Nina Kahn's The Joy of Hex, the friendly user's guide to the best spells in the cosmos.

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## **No Bullsh!t Leadership**

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

## **Roxy's Little Black Book of Tips and Tricks**

'In this remarkable book, David Rowan tells a story of transformation: how an organisation has found a new way of doing things through innovation driven by ruthless entrepreneurial imagination. What is especially useful is that he does not just stick with small startups, let alone dreamy "inventors". He finds innovation in big companies and even within governments.' - Matt Ridley, The Times

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David Rowan travels the globe in search of the most exciting and pioneering startups building the future. He's got to know the founders of WhatsApp, LinkedIn, Google, Spotify, Xiaomi, Didi, Nest, Twitter and countless other ambitious entrepreneurs disrupting businesses in almost every sector. And yet too often the companies they're disrupting don't get it. They think they can innovate through jargon: with talk of change agents and co-creation gurus, ideas portals and webinars, make-a-thons and hackfests, paradigm shifts and pilgrimages to Silicon Valley. It's mostly pointless innovation theatre – corporate nonsense that has little to do with delivering real change. But during this quest he's

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also discovered some genuinely exciting and transformative approaches to innovation, often in places you might least expect. Get ready for:

- The airline that rewards passengers for walking their dog
- The bank that performs surgery
- The country that's an app store

And many more. Packed full of tips for anyone looking for radical ways to adapt and thrive in the digital age, this carefully curated selection of stories will reveal ideas for creating genuine innovation from some of the world's most inspiring leaders. \_\_\_\_\_

### **Unlearn**

Less than a year ago, Oobah Butler was living in a garden shed in London, struggling to pay rent and living on a diet of boiled eggs. Its safe to say that he hadn't achieved much with his life. Yet just a year on, on the back of three documentaries that have been viewed over 150m times, hes won awards, been featured on TV all over the world and has been lauded by critics, commentators and serial achievers across the globe. How did everything turn for him? With an idea.

### **I Call Bullshit**

Often calculus and mechanics are taught as separate subjects. It shouldn't be like that. Learning calculus without mechanics is incredibly boring. Learning mechanics without calculus is missing the point. This textbook integrates both subjects and highlights the profound connections between them. This is the deal. Give me 350 pages of your attention, and I'll teach you everything you need to know about functions, limits, derivatives, integrals, vectors, forces, and accelerations. This book is the only math book you'll need for the first semester of undergraduate studies in science. With concise, jargon-free lessons on topics in math and physics, each section covers one concept at the level required for a first-year university course. Anyone can pick up this book and become proficient in calculus and mechanics, regardless of their mathematical background.

### **The Confidence Kit**

'Offers a frank and funny approach to the ins and outs of anxiety - what it is, why it happens, and how to manage it. I love Caroline Foran's message of self-acceptance and leaning into mental illness rather than trying to outrun it. Highly recommended!' Sarah Knight, bestselling author of *Calm the F\*\*k Down* THE NUMBER ONE BESTSELLER - A bullsh\*t free perspective and a no-frills account of anxiety from the front line. Through the filtered lens of social media, it may seem like life's a peach, but for lots of people - journalist and author Caroline Foran included - anxiety is always bubbling beneath the surface. Here, she chronicles her experiences. From being unable to cope with the thought of venturing outside, to walking away from her fast-paced job, to the different, and sometimes controversial,

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treatments available - from Cognitive Behavioural Therapy to acupuncture to medication - Caroline shows us how she eventually found a way of owning her anxiety so that it doesn't own her. With extensive research and help from the experts, *Owning It* is written with honesty and a bullsh\*t-free perspective; consider it your ultimate, practical guide that aims to get you feeling good again.

### **Post-Truth**

"A breakthrough method-grounded in almost 100 years of scientific research-to master all types of diabetes by reversing insulin resistance"--

### **How to Bullsh\*t Your Way to Number 1**

Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy don't stand a chance. In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.

### **Truth**

*I Call Bullshit: Live Your Life, Not Someone Else's* takes the wildly overcomplicated advice presented by the self-help industry, distills it down to its basic principles, and reveals how those principles can help you become your authentic self. This book is packed with thought provoking questions to get you out of your comfort zone and into action

### **Raise the Bar**

You just got engaged! It's exciting, but planning a wedding is really

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flipping hard, stressful, and emotional. It takes time, organization, and help from people who know what they're doing. Lucky for you, I'm a former wedding planner, and I know what I'm doing. I haven't sugarcoated anything. Instead, I've written great tips because everyone deserves the wedding of their dreams. You're all probably thinking you can just search the Internet on any wedding-planning topic and get information. Sure you can; but, a million sites will pop-up on a million things that you didn't even know existed. Sorting through is not as easy as it sounds. I've condensed everything you need to know and should want to know to get you started with the planning process in this little, easy-to-read book. I've outlined what you should do each month from the moment you get engaged until the moment you walk down the aisle. Each chapter concludes with a chapter checklist to keep you on track and organized! I've shared some personal stories that occurred throughout my career. You are not alone in this process and you are not crazy you'll see! With a bit of humor, sarcasm, a whole lot of brutal honesty, and maybe a few curse words because that's how I talk, I will show you how to keep wedding planning light-hearted and fun. That's what this time of your life should be!

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Chapter 1 - First, let's get real! Chapter 2 - AAAHHH! You're engaged! Oh crap. Now What? 12 + Months Out Chapter 3 - Music, Flowers, and Photos. OH MY! 8-10 Months Out Chapter 4 - Sunset Beaches with Costumed Characters. . . Wait, What? 4-8 Months out Chapter 5 - You're Getting Closer! 2-3 Months out Chapter 6 - Cue the Music! It's the Final Countdown 30 days out to the wedding Chapter 7 - SHOWTIME! (Insert jazz hands) Week of the wedding Chapter 8 - Name . . . That . . . BRIDE! Chapter 9 - Speeches - Because Everyone Needs a Little Help Chapter 10 - Brides Who Took the Plunge - What Would They Change? Chapter 11 - What Have We Learned Here?

### **Non-Bullshit Innovation**

Build your confidence, increase your value, and make a lasting impact—a brand authenticity expert shares her most powerful secrets. Everyone in marketing is talking “authenticity.” Which means making a personal or professional brand should be simpler than ever, right? What could be easier than “being yourself?” Simple? Sure. But easy? Not so much. Why? Because authenticity is unfiltered, unapologetic, and honest. Authenticity owns its imperfections and takes responsibility for mistakes. It shows up on the good and bad days. In short, authenticity feels scary. No wonder we try to brand ourselves as someone else we think will be more appealing than our real selves. Jessica Zweig founded the SimplyBe. agency to revolutionize an authenticity-first approach to branding. With *Be: A No-Bullsh\*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*, she shares her most powerful secrets for building authenticity, service, and real connection into your winning brand. “I’m opening up the freakin’ vault to SimplyBe.’s best-in-class, trademarked methodologies, tools, and frameworks for clearing away everything that’s keeping the real you from shining through,” she says,

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including: Branding Reinvented—Forget the hacks and tricks, it's time to learn what personal branding is really about. Embracing Your Sh\*t—All that stuff you think you need to hide? That's actually your most important resource! Your Vibe Attracts Your Tribe—Learn to magnetize the people who most want to support you (and they're out there). Your Personal Brand Hologram®—SimplyBe.'s universal framework can crystallize your utterly unique brand platform. The Supernova™—Create winning content with the secret sauce of consistency and clarity. The Pinnacle Content Framework™—Take the stress out of strategy and find the most direct, effective path toward your goals. Getting Social Media Right—Stop chasing trends and learn the 10 sustainable, evergreen principles for online connection. Living Your Brand—Take your authentic personal brand where it matters most: offline and into your relationships, your workplace, and the way you show up in the world. "We are living at an inflection point," says Jessica Zweig. "For any brand—business or personal—the game is no longer about eyeballs, but engagement. No longer about impressions, but impact. Content is no longer king, clarity is. Your best strategy? Service and generosity. Your best solution? Authenticity." Here is a powerful guide for connecting with others, changing lives, and moving the world forward as only you can.

### **The No-Bullshit Guide to Depression**

Uses modern headline examples to explain how to identify bad evidence and poor arguments, summarizing the rhetorical tricks people use to sway public opinion in a range of fields.

### **Owning it: Your Bullsh\*t-Free Guide to Living with Anxiety**

The Last Stupid Book You'll Ever Need to Read Don't want to slog through lengthy old books like A Tale of Two Cities or The Giving Tree? Sick of being judged by your avid-reader "friends" who talk about books you've never heard of? Want to sound smarter without the strain of actually bettering yourself? Never fear. In How Not to Read, you'll find techniques to fake your way through literature so you never have to read another book—ever! Inside, you'll find: •Tips for getting through anything you have to read by reading faster: Just read every third word. (One Hundred Years of Solitude becomes "Many as the Colonel was, that when him ice." Wow! It's like a Gertrude Stein poem only more comprehensible!) •Entire genres summed up in a single page: Historical fiction becomes "Guess who else had sex: Hitler!" •Literary insults to make yourself seem smarter: "The only thing sadder than you is a Joycean epiphany!" "You're as weak as a passive sentence written in negative form. And probably not considered by anyone to be worth more than an adverb." It's time to stop fearing those people who keep bringing up Ayn Rand. How Not to Read is here to liberate the world from ever needing to read a book again.

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## **Bullshit Jobs**

This textbook covers the material for an undergraduate linear algebra course: vectors, matrices, linear transformations, computational techniques, geometric constructions, and theoretical foundations. The explanations are given in an informal conversational tone. The book also contains 100+ problems and exercises with answers and solutions. A special feature of this textbook is the prerequisites chapter that covers topics from high school math, which are necessary for learning linear algebra. The presence of this chapter makes the book suitable for beginners and the general audience—readers need not be math experts to read this book. Another unique aspect of the book are the applications chapters (Ch 7, 8, and 9) that discuss applications of linear algebra to engineering, computer science, economics, chemistry, machine learning, and even quantum mechanics.

## **The No-Bullsh\*t Guide to Mindful Leadership**

'A Malcolm Gladwell-style social psychology/behavioural economics primer' Evening Standard Low-level dishonesty is rife everywhere, in the form of exaggeration, selective use of facts, economy with the truth, careful drafting - from Trump and the Brexit debate to companies that tell us 'your call is important to us'. How did we get to a place where bullshit is not just rife but apparently so effective that it's become the communications strategy of our times? This brilliantly insightful book steps inside the panoply of deception employed in all walks of life and assesses how it has come to this. It sets out the surprising logic which explains why bullshit is both pervasive and persistent. Why are company annual reports often nonsense? Why should you not trust estate agents? And above all, why has political campaigning become the art of stretching the truth? Drawing on behavioural science, economics, psychology and of course his knowledge of the media, Evan ends by providing readers with a toolkit to handle the kinds of deceptions we encounter every day, and charts a route through the muddy waters of the post-truth age.

## **No Bullshit Guide to Linear Algebra**

Here's how the marketing experts want me to describe my book: The No Bullsh\*t Guide to Living Your Best Life is a straightforward, no nonsense blueprint to personal growth and self-improvement. Using personal anecdotes, timeless quotes and a little self-deprecating humor, Myndee cuts straight through the fluff to give you the tools you need to live a better life. Despite the title, this book isn't filled with curse words, aside from the deliberate overuse of the word bullshit. Here's what I really want to tell you: This book isn't the only self-help book you'll ever need. It probably won't radically change your life. That's not how this works. That's not how any of this works. After carving a path out of the forest of self-loathing and

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into self-acceptance, I've wanted to do nothing more than help others forge their own way. I'm not going to try to impress you with all my accolades (and frankly, I don't have that many); I want you to trust me because I'm just like you. I read personal growth books. I still need self-help. But I've been through it all now, and I'm on the other side. Take my hand. Let me walk you out of this pain. I know the way because I've been here. I spent my life in these dark, dense woods. Writing this book was part of my journey out. You may not get out of your forest with this book, but reading it will lead you closer to the peace that lies ahead. I will only be one leg on your journey, and I'm honored to be here with you. I hope my words help ease the burden you carry.

### **This Woman Can**

Have you heard mindfulness is just for monks? Or have you heard that being a mindful leader will make you lose your edge and become complacent? It's all bullsh\*t! In this book you will uncover basic techniques on how to become a more mindful leader, but without the bullsh\*t (you won't find any mention of chanting, incense or religious overtones). You will learn simple but effective mindfulness practices that you can start applying to your leadership today to help you feel calmer and more grounded in your leadership role. As leaders we are increasingly facing a dilemma that pulls us in opposing directions. The pace of work is increasing and we are often called upon to achieve greater results with fewer resources. On the other hand, it comes as no surprise that workplace stress is also on the rise. As leaders we have an obligation to manage the mental wellbeing of ourselves and our team, but at the same time get the job done. How do we balance these seemingly paradoxical missions - mindful leadership! This book is written for people who may be a little bit sceptical about traditional mindfulness practices, but are curious nonetheless. An introduction to mindful leadership, this book is a no fluff, no bullsh\*t guide that will positively impact your team, your working environment, and your own effectiveness as a leader.

### **On Bullshit**

Thom Hartmann, the most popular progressive radio host in America and a New York Times bestselling author, looks at the history of the battle against oligarchy in America—and how we can win the latest round. Billionaire oligarchs want to own our republic, and they're nearly there thanks to legislation and Supreme Court decisions that they have essentially bought. They put Trump and his political allies into office and support a vast network of think tanks, publications, and social media that every day push our nation closer and closer to police-state tyranny. The United States was born in a struggle against the oligarchs of the British aristocracy, and ever since then the history of America has been one of dynamic tension between democracy and oligarchy. And much like the shock of the 1929 crash woke America

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up to glaring inequality and the ongoing theft of democracy by that generation's oligarchs, the coronavirus pandemic of 2020 has laid bare how extensively oligarchs have looted our nation's economic system, gutted governmental institutions, and stolen the wealth of the former middle class. Thom Hartmann traces the history of this struggle against oligarchy from America's founding to the United States' war with the feudal Confederacy to President Franklin Roosevelt's struggle against "economic royalists," who wanted to block the New Deal. In each of those cases, the oligarchs lost the battle. But with increasing right-wing control of the media, unlimited campaign contributions, and a conservative takeover of the judicial system, we're at a crisis point. Now is the time for action, before we flip into tyranny. We've beaten the oligarchs before, and we can do it again. Hartmann lays out practical measures we can take to break up media monopolies, limit the influence of money in politics, reclaim the wealth stolen over decades by the oligarchy, and build a movement that will return control of America to We the People.

### **Bullsh\*t**

She's street-smart and hard-headed. If Roxy Jacenko has a tip, I want to know about it.' Helen McCabe, Digital Content Director, Nine 'Roxy never fails to deliver and this book is an easy, interesting read that people in a lot of professions (not just PR) could learn something from.' Jackie O, Radio Personality, KIIS Network 'As the saying goes, "If you want something done, ask a busy person", or just ask Roxy! When the totally tenacious PR and brand-building expert delivers her industry-insider advice, you listen. If you're growing your own brand, or you're a budding PR dynamo, Roxy's Little Black Book of Tips & Tricks might just become your bible.' Emily Taylor, Editor, InStyle Australia The fact that I'm sitting here writing a business book when, at school, I was the student who read the crib notes rather than the actual books is rather ironic. However, if I've proved anything over the years, it's that you needn't be the smartest girl in the room or get the highest marks (heck, I didn't even go to uni!) to succeed in PR or business. If I can do it, anyone can. The trick is to be willing to give up your excuses and consistently put in the work. Roxy Jacenko built a PR empire on intuition, common sense and an unbreakable work ethic. Now she's passing on her best business advice, tips and tricks in a handsome handbag-sized volume that's perfectly sized for the millennial worker on the run. From writing a stand-out application to building your brand to generating killer social media buzz, Roxy's Little Black Book of Hints & Tips is a must-read resource for aspiring publicists and business builders, and for anyone already in the PR industry.

### **No Bullsh\*t Leadership**

The host of Spike TV's Bar Rescue distills the secrets to running a successful hospitality business as based on his Reaction Management

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strategy for creating desirable reactions in customers.

### **Fact. Fact. Bullsh\*t!**

Compelling trivia for our age of disinformation American culture is awash in lies. Despite the fact that we have the truth at our fingertips at all times, Americans still believe lies about everything from health to politics to science to business. Kate Adams's clever trivia book debunks the 500 most common untruths and shows readers why we are all so susceptible to misinformation, and also includes a chapter on facts that are true, but seem like bullsh\*t. Sample Lies: Left and Right Brain There's no solid division between hemispheres; the left brain can learn "right-brain skills" and vice versa. Three Wise Men Nowhere in the Bible does it specify that there were three. Flush Rotation A flushed toilet doesn't drain the other way in the opposite hemisphere. The Coriolis effect doesn't apply to water in toilets. Einstein was a terrible student and failed mathematics. Albert Einstein actually aced his report cards. His reputation for being a notoriously terrible student? That came from his habit of talking back to his teachers when he felt they were acting too authoritarian. Sample Facts that Seem Like Bullsh\*t: A day on Venus is longer than a year. A chicken lived without a head for 18 months. Human children don't get kneecap bones until they're around three years old. A mantis shrimp can punch with the force of a 22-caliber bullet.

### **Writing Without Bullshit**

What makes a truly exceptional leader? Discover the practical, fail-proof tools that will help you to fine-tune your leadership skills, solidify respect among your workforce, and ensure your company's lasting success. When Martin G. Moore was asked to rescue a leading energy corporation from ever-increasing debt and a lack of executive accountability, he faced an uphill battle. Not only had he never before stepped into the role of CEO; he also had no experience in the rapidly evolving energy sector. Relying on the practical leadership principles he had honed throughout his thirty-three-year career, he overhauled the company's culture, redefined its leadership capability, and increased earnings by a compound annual growth rate of 125 percent. In *No Bullsh!t Leadership*, Moore outlines these proven leadership principles in a clear, direct way. He sweeps away the mystical fog surrounding leadership today and lays out the essential steps for success. Moore combines this tangible advice with honest, real-world examples from his own career to provide a no-nonsense look at the skills a true leader possesses. Moore's principles for no bullshit leadership focus on: Creating value by focusing only on the things that matter most Facing conflict, adversity, and ambiguity with decisiveness and confidence Setting uncompromising standards for behavior and performance Selecting and developing great people Making those people accountable, and empowering them to do their best Setting

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simple, value-driven goals and communicating them relentlessly Though the steps aren't easy, they are guaranteed, if implemented, to lift your leadership—and your organization—to a higher level. Wherever you are in your career, No Bullsh!t Leadership will help you develop the skills and form the habits needed to become a no bullshit leader.

### **Grind**

From bestselling writer David Graeber—"a master of opening up thought and stimulating debate" (Slate)—a powerful argument against the rise of meaningless, unfulfilling jobs...and their consequences. Does your job make a meaningful contribution to the world? In the spring of 2013, David Graeber asked this question in a playful, provocative essay titled "On the Phenomenon of Bullshit Jobs." It went viral. After one million online views in seventeen different languages, people all over the world are still debating the answer. There are hordes of people—HR consultants, communication coordinators, telemarketing researchers, corporate lawyers—whose jobs are useless, and, tragically, they know it. These people are caught in bullshit jobs. Graeber explores one of society's most vexing and deeply felt concerns, indicting among other villains a particular strain of finance capitalism that betrays ideals shared by thinkers ranging from Keynes to Lincoln. "Clever and charismatic" (The New Yorker), Bullshit Jobs gives individuals, corporations, and societies permission to undergo a shift in values, placing creative and caring work at the center of our culture. This book is for everyone who wants to turn their vocation back into an avocation and "a thought-provoking examination of our working lives" (Financial Times).

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