Hippo The Human Focused Digital Book
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Building a Digital Analytics Organization Design for Good The Giver
Intuitive Marketing: What Marketers Can Learn from Brain Science Saint Augustine of Hippo
Building a Digital Analytics Primer Managing a Digital Analytics Primer
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The Giver The Giver The Beekeepers: How Humans Changed the World of Bumble Bees

Building a Digital Analytics Organization

Learn the concepts and methods for creating economic and business value with digital analytics, mobile analytics, web analytics, and market research and social media data. In Digital Analytics Primer, pioneering expert Judah Phillips introduces the concepts, terms, and methods that comprise the science and art of digital analysis for web, site, social, video, and other types of quantitative and qualitative data. Business readers—from new practitioners to experienced executives—who want to understand how digital analytics can be used to reduce costs and increase profitable revenue throughout the business should read this book. Phillips delivers a comprehensive review of the core concepts, vocabulary, and frameworks, including analytical methods and tools that can help you successfully integrate analytical processes, technology, and people into all aspects of business operations. This unbiased and product-independent primer draws from the author's extensive experience doing and managing analytics in this field.

Design for Good

How can the latest brain research help increase your sales? Because people are inundated daily by an average of 10,000 sales messages, selling is now tougher than ever. That's why you need to learn what neuroscience has uncovered that will immediately increase your selling and influencing effectiveness. Unveiling the latest brain research and revolutionary marketing practices, authors Patrick Renvoisé and Christophe Morin teach highly effective techniques to help you deliver powerful, unique, and memorable presentations that will have a major, lasting impact on potential buyers such as: The 6 stimuli that always trigger a response The 4 steps to align content and delivery of your message The 6 message building blocks to address the "old brain" The 7 powerful impact boosters to set your delivery apart from the rest Once you know how the decision-making part of the brain works, you'll quickly begin to deliver more convincing sales presentations, close more deals, create more effective marketing strategies, and radically improve your ability to influence others.

Feral

Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. Eric von Hippel looks closely at this emerging system of user-centred innovation.

The Giver

Dive deep into the world of this everyday insect -- and the science behind its uncertain future. Bumble bees are as familiar to most of us as the flowers these fuzzy insects feed upon. But did you know that the bees in your garden could be escapees from a local greenhouse, or descended from stowaways on a Viking ship? Bumble bees are a vital part of our lives and Earth's ecosystems, so much so that we've commercialized their breeding and shipped them across states, countries, and ecosystems for our benefit. However, all of that human interference has consequences. Bumble bees are putting native species and altering ecosystems worldwide. Pesticide use has led to the spread of disease in local colonies. And some species may be disappearing entirely. The Beekeepers is an expertly researched overview of bumble bees -- from hive hierarchies to how their brains work -- and the passionate humans and scientists who are fighting for their survival. With a thoughtful and accessible voice, researcher Dana Church introduces readers to the fascinating world of bumble bees, how and why some are thriving while others are floundering, and how both experts and regular citizens are working to ensure their future. Equal parts endearing, frustrating, and hopeful, this scientific narrative is essential for readers.
looking to understand and make an impact on our changing world.

Intuitive Marketing: What Marketers Can Learn from Brain Science

Now a major motion picture: A “deliciously wicked and amusing” tale of a cranky curmudgeon investigating strange goings-on at an English country house (The New York Times). “I’ve suffered for my art, now it’s your turn.” So begins the story of Ted Wallace, unaffectionately known as the Hippopotamus. Failed poet, failed theater critic, failed father and husband, Ted is a shameless womanizer, drinks too much, and is at odds in his cranky but maddeningly logical way with most of modern life. Fired from his job at the newspaper, Ted seeks a few months’ repose and free liquor at Swafford Hall, the country mansion of his old friend Michael Logan. This world of boozy dinners, hunting parties, and furtive liaisons has recently been turned on its head by miracles, healings, and phenomena beyond Ted’s comprehension. As the mysteries deepen, The Hippopotamus builds into a rollicking sendup of the classic British mystery that is “tremendously funny” (Christopher Buckley) and a “near-perfect book” (Entertainment Weekly). The basis for the recent movie starring Roger Allam, Matthew Modine, and Fiona Shaw, “The Hippopotamus is animated by an antic sense of comedy and features a willfully feckless hero . . . Described in uproarious terms that suggest Wodehouse crossed with Waugh, Swafford emerges as a parody of every upper-class country house ever depicted in an English novel” (The New York Times).

Saint Augustine of Hippo

This work was written between the years 393 to 396, when Augustine served as a priest at Hippo. In the first book he answers the question of the true meaning of The Sermon on the Mount: Is it humanely possible to put The Sermon into practice? The second book deals with the sixth and seventh chapters of this Gospel, and offers a condensed theology of prayer.

How to Lead in Product Management: Practices to Align Stakeholders, Guide Development Teams, and Create Value Together

In a revealing study of how digital dossiers are created (usually without our knowledge), the author argues that we must rethink our understanding of what privacy is and what it means in the digital age, and then reform the laws that define and regulate it. Reprint.

Out of My Mind

Barf and Poop

The acclaimed comedian teams up with a New York University sociologist to explore the nature of modern relationships, evaluating how technology is shaping contemporary relationships and considering the differences between courtships of the past and present.

ISE Essentials of Marketing

What happens when media technologies are able to interpret our feelings, emotions, moods, and intentions? In this cutting edge new book, Andrew McStay explores that very question and argues that these abilities result in a form of technological empathy. Offering a balanced and incisive overview of the issues raised by ‘Emotional AI’, this book: Provides a clear account of the social benefits and drawbacks of new media trends and technologies such as emoji, wearables and chatbots Demonstrates through empirical research how ‘empathic media’ have been developed and introduced both by start-ups and global tech corporations such as Facebook Helps readers understand the potential implications on everyday life and social relations through examples such as video-gaming, facial coding, virtual reality and cities Calls for a more critical approach to the rollout of emotional AI in public and private spheres Combining established theory with original analysis, this book will change the way students view, use and interact with new technologies. It should be required reading for students and researchers in media, communications, the social sciences and beyond.

Enhancing Human Occupation Through Hippotherapy

The amazing, true story of Fiona, a baby hippo born prematurely at the Cincinnati Zoo, the team of scientists and
Where To Download Hippo The Human Focused Digital Book

caregivers who nursed her to health, and the vast community in Cincinnati and beyond who rallied around her. Includes full-color behind-the-scenes photographs throughout. On a cold January day in 2017, nearly two months before due date, Nile hippopotamus Bibi gave her keepers at the Cincinnati Zoo & Botanical Garden a big (little) surprise—a tiny newborn hippo, no bigger than a football. The first premature hippo born and raised in captivity, baby Fiona was an underdog from the start: she couldn't nurse, she couldn't stay hydrated, and she wasn't thriving. But the staff at the zoo knew they could save her. It would take creative thinking and teamwork. They would have to study the makeup of hippo milk for the first time ever and reach out to medical colleagues, including a team at the local Children's Hospital with superior vein-finding skills, to ensure that Fiona would begin to gain weight and become healthy. When Fiona began to thrive, her star began to rise, and soon she became an internet sensation, her picture and videos garnering thousands and thousands of likes and fans on Instagram and Facebook. Now a Fiona appearance at the Zoo mimics a Beatles concert. What made this little, now big, hippo such a big hit with people all over the world? And what's in store for her and her family in the future?

Hippo and Rabbit in Three Short Tales

Modern Romance

"A stylish, playful exploration of what digital life is doing to the way we find meaning in the world." — Guardian In Vladimir Nabokov's Lolita, Humbert Humbert offers a memorably brief account of his parents' death: "picnic, lightning." Picnic Comma Lightning, too, opens with death—that of Laurence Scott's mother—because, for a philosopher, death raises a profound existential question: How do we know what is real, especially when we have come to question the reality of so many of our day-to-day experiences? Writing from the intersection of philosophy, politics, and memoir, Scott transforms his personal meditation on loss into a beguiling exploration of what it means to exist in the world today. It used to be that our lives were rooted in reasonably solid things: to people, places and memories. Now, in an age of online personas, alternative truths, constant surveillance and an increasingly hysterical news cycle, our realities are becoming flimsier and more vulnerable than ever before. Scott's far-ranging examination charts the ways our traditional mental models of the world have started to fray. He ponders how ubiquitous cameras reframe our private lives (an event only exists once someone posts the video), how mysterious algorithms undermine our attempts at self-definition through their own data-driven portraits, and what happens in those moments when our illusions about reality are ruptured by incontrovertible facts (like the death of a parent or a bolt of lightning). "A report from the front line of the online generation" (Sunday Times), Picnic Comma Lightning is an essential account of how we've started to make sense of our strange new world.

The Lord's Sermon on the Mount

A leading researcher on human evolution proposes a new and controversial theory of how our species came to be In this groundbreaking and engaging work of science, world-renowned paleoanthropologist Chris Stringer sets out a new theory of humanity's origin, challenging both the multiregionalists (who hold that modern humans developed from ancient ancestors in different parts of the world) and his own "out of Africa" theory, which maintains that humans emerged rapidly in one small part of Africa and then spread to replace all other humans within and outside the continent. Stringer's new theory, based on archeological and genetic evidence, holds that distinct humans coexisted and competed across the African continent—exchanging genes, tools, and behavioral strategies. Stringer draws on analyses of old and new fossils from around the world, DNA studies of Neanderthals (using the full genome map) and other species, and recent archeological digs to unveil his new theory. He shows how the most sensational recent fossil findings fit with his model, and he questions previous concepts (including his own) of modernity and how it evolved. Lone Survivors will be the definitive account of who and what we were, and will change perceptions about our origins and about what it means to be human.

Emotional AI

Intuitive Marketing introduces a new theory of marketing that does not rely on overt or covert persuasion and does not require treating consumers as "patsies." Traditional marketing assumes its purpose is persuasion it must grab people's attention, get them to change their minds, and convince them to do what they didn't know they wanted to do. Marketers compete every day to develop messages that "attract eyeballs," "rise above the clutter," and achieve "stopping power." But to the average consumer, marketing and advertising are becoming overwhelming. From their point of view, it's all clutter, it's all annoying, it's all an imposition on their already overworked conscious minds. Ironically, marketers are creating a "tragedy of the commons" effect. By collectively overgrazing consumers' "attentional commons," they are creating an environment that makes it less likely consumers will allocate attention to any of their messages. Intuitive
marketing is based on a different view of how consumers think, act, and respond to marketing; a view built directly on the latest findings and insights from brain science. Like traditional marketing, intuitive marketing seeks to influence consumers. But it does so in a radically different way: by aligning with consumers' existing motivations and goals, primarily in the service of positive psychological needs, rather than by attempting to impose immediate transactional goals on consumers using tactics of disruption, distraction, and persuasion. Five intuitive marketing strategies are presented throughout the book. They show how marketers can simultaneously shape and satisfy consumer wants and needs by leveraging cognitive mechanisms such as unconscious association building, familiarity, trust, conditioning via small emotional rewards, and connecting with consumers' innate aspirations and identity needs. Intuitive Marketing demonstrates both the perils of persuasion as a marketing strategy and the promise of intuitive marketing as a better way to build lasting relationships with customers and consumers. It provides a path forward for marketing that treats consumers with respect, earns (rather than demands) attention, aligns with (rather than disrupts) consumer motivations and goals, and recognizes the reality of how consumers think, learn, and choose in the modern marketplace.

Digital Analytics Primer

A one-year-old hippo calf christened Owen was found alone and dehydrated by wildlife rangers near the Indian Ocean at Malindi, Kenya, in the days after the Asian Tsunami. He was placed in an enclosure at a wildlife sanctuary in Mombasa where he befriended a male tortoise. The tortoise is named Mzee, which is Swahili for 'old man'. Mzee 'adopted' Owen and they are still rarely seen apart. Their unusual bonding has surprised and delighted zoologists in Kenya and become worldwide news.

Managing Digital

About This Book This book, "Managing Digital: Concepts and Practices", is intended to guide a practitioner through the journey of building a digital-first viewpoint and the skills needed to thrive in the digital-first world. As such, this book is a bit of an experiment for The Open Group; it isn’t structured as a traditional standard or guide. Instead, it is structured to show the key issues and skills needed at each stage of the digital journey, starting with the basics of a small digital project, eventually building to the concerns of a large enterprise. So, feel free to digest this book in stages — the section Introduction for the student is a good guide. The book is intended for both academic and industry training purposes. This book seeks to provide guidance for both new entrants into the digital workforce and experienced practitioners seeking to update their understanding on how all the various themes and components of IT management fit together in the new world. About The Open Group Press The Open Group Press is an imprint of The Open Group for advancing knowledge of information technology by publishing works from individual authors within The Open Group membership that are relevant to advancing The Open Group mission of Boundaryless Information Flow™. The key focus of The Open Group Press is to publish high-quality monographs, as well as introductory technology books intended for the general public, and act as a complement to The Open Group Standards, Guides, and White Papers. The views and opinions expressed in this book are those of the author, and do not necessarily reflect the consensus position of The Open Group members or staff.

Saving Fiona

"Do animals really eat barf and poop? They sure do! Full-color photography and funny facts will engage young readers in learning about the biological processes of living things"—

The Hippopotamus

Friends Hippo and Rabbit spend the day together having breakfast, playing on the swings, and waiting for a thunderstorm to end.

The Digital Person

Artificial intelligence (AI) marketing is paving the way for the future of marketing and business transformation, yet many organizations struggle to know exactly how and where to integrate it. With AI forecasted to boost global GDP by 14% by 2030, an efficient and sustainable AI marketing strategy is now essential to avoid losing the competitive edge. Using Artificial Intelligence in Marketing provides the definitive, practical framework needed for marketers to identify, apply and embrace the opportunity to maximize the results and business advancement that AI can bring. Streamlining efficiencies into every business practice, AI automates simpler, repetitive tasks with unrivalled accuracy, allowing sales and marketing teams to return their attention to where human interaction is most valuable: strategy, creativity and personal connection. Using Artificial Intelligence in Marketing outlines key marketing benefits such as accurate market research samples, immediate big data insights and brand-safe content creation, right through to the on-demand customer
service that is now expected 24/7. It also explores the inevitable myths, concerns and ethical questions that can arise from the large-scale adoption of AI. This book is an essential read for every 21st century marketer.

Machine, Platform, Crowd: Harnessing Our Digital Future

Hippos are big animals that live in Africa. Hippo calves are born underwater. They are strong swimmers. Baby hippos spend most of their time in the water. Their mothers help them stay safe from predators. How do baby hippos grow and change? Read this book to find out! This title also includes a life cycle diagram, a habitat map, fun facts, a glossary, and more!

Using Artificial Intelligence in Marketing

'Endlessly fascinating.' - Bill Bryson 'Eye-opening, informative and very funny!' - Chris Packham 'Well-informed and downright funny' - Richard Dawkins History is full of strange animal stories invented by the brightest and most influential, from Aristotle to Disney. But when it comes to understanding animals, we've got a long way to go. Whether we're watching a viral video of romping baby pandas or looking at a picture of penguins holding hands', we often project our own values - innocence, abstinence, hard work - onto animals. So you've probably never considered that moose get drunk and that penguins are notorious cheats. In The Unexpected Truth About Animals Zoologist Lucy unravels many such myths - that eels are born from sand, that swallows hibernate under water, and that bears gave birth to formless lumps that are licked into shape by their mothers - to show that the stories we create reveal as much about us as they do about the animals. Astonishing, illuminating and laugh-out-loud funny.

Agile IT Organization Design

Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

Emotionomics

The book reveals a new understanding of the ways that design shapes our lives and gives professionals and interested citizens the tools to seek out and demand designs that dignify.

Meet a Baby Hippo

If You Knew What Can Happen In The Next 52 Mondays It Would Take Your Breath Away" Stop and think about it. If you had started something new and worked on it every week since one year ago, what might you have been able to accomplish? Twelve months, after all, is plenty of time to start accruing success.

Psychology 2e

**A BBC RADIO 4 BOOK OF THE WEEK** 'A stylish, playful exploration of what digital life is doing to the way we find meaning in the world.' Guardian, 'Book of the Week' 'A report from the front line of the digital generation by someone superbly well-equipped to read and decode the signals.' Sunday Times 'A bravura investigation of our turbulent times.' New Scientist 'Clever, funny and deeply moving an engaging and thought-provoking journey through the fabery of modern life.' Mail on Sunday A spellbinding examination of the nature of reality, by one of the brightest thinkers of today. Cognitive science proposes that we have evolved to build mental maps of the world not according to its actual, physical nature, but according to what allows us to thrive. In other words, our individual and collective realities are fictions - carefully constructed to enable us to maintain our particular perspectives. It used to be that our fictions were rooted to reasonably solid things: to people, places and memories. Today, in an age of online personas, alternative truths, constant
surveillance and an increasingly hysterical news cycle, our realities are becoming more flimsy and more vulnerable than ever before. Ours is now a zoomed-in perspective, where the backstage is centre stage. We are both camera person and subject, with new powers and new weaknesses. Our personal and political spheres are dangerously merging. How will the form and grammar of our feelings have to change in this over-exposed environment? Should any of our stories remain secret? How are these phenomena changing the way we live? How do we maintain a sense of reality in an increasingly fantastic world? Picnic Comma Lightning is an innovative examination of the nature of reality in the twenty-first century, one that explores the key ethical, political and neurological forces contouning our inner selves, but also the old influences of grief and desire, memory and imagination. In it, award-winning author Laurence Scott provides a lively and accessible new philosophy for this epoch in Western civilisation, one that will change the way you see the world, and your place within it.

Picnic Comma Lightning: The Experience of Reality in the Twenty-First Century

As the digital economy changes the rules of the game for enterprises, the role of software and IT architects is also transforming. Rather than focus on technical decisions alone, architects and senior technologists need to combine organizational and technical knowledge to effect change in their company’s structure and processes. To accomplish that, they need to connect the IT engine room to the penthouse, where the business strategy is defined. In this guide, author Gregor Hohpe shares real-world advice and hard-learned lessons from actual IT transformations. His anecdotes help architects, senior developers, and other IT professionals prepare for a more complex but rewarding role in the enterprise. This book is ideal for: Software architects and senior developers looking to shape the company’s technology direction or assist in an organizational transformation Enterprise architects and senior technologists searching for practical advice on how to navigate technical and organizational topics CTOs and senior technical architects who are devising an IT strategy that impacts the way the organization works IT managers who want to learn what’s worked and what hasn’t in large-scale transformation

The Beekeepers: How Humans Changed the World of Bumble Bees (Scholastic Focus)

Human Resources topics are gaining more and more strategic importance in modern business management. Only those companies that find the right answers to the following questions have a sustainable basis for their future success: - How can we attract and select the right talent for our teams? - How can we develop the skills and behaviors which are key for our business? - How can we engage and retain the talent we need for our future? While most other management disciplines have their standards and procedures, Human Resources still lacks a broadly accepted basis for its work. - operational perspective Both the structured collection of reflected real-life experience and the multi-perspective view support readers in making informed and well-balanced decisions. With this handbook, Springer provides a landmark reference work on today’s HR management, based on the combined experience of more than 50 globally selected HR leaders and HR experts. Rather than theoretical discussions about definitions, the handbook focuses on sharing practical experience and lessons learned from the most relevant business perspectives: - cultural / emotional perspective - economic perspective - risk perspective

Picnic Comma Lightning

“A clear and crisply written account of machine intelligence, big data and the sharing economy. But McAfee and Brynjolfsson also wisely acknowledge the limitations of their futurology and avoid over-simplification.” — Financial Times

In The Second Machine Age, Andrew McAfee and Erik Brynjolfsson predicted some of the far-reaching effects of digital technologies on our lives and businesses. Now they’ve written a guide to help readers make the most of our collective future. Machine | Platform | Crowd outlines the opportunities and challenges inherent in the science fiction technologies that have come to life in recent years, like self-driving cars and 3D printers, online platforms for renting outfits and scheduling workouts, or crowd-sourced medical research and financial instruments.

Lone Survivors

Digital technology. It has crept into our lives, and so deeply has it penetrated us, that it has completely redesigned it. In the deep oceans and the high skies, it is now as elemental in our landscape as the wind and falling rain. It's not going to stop. Due to the way civilisations progress, we are about to zip-line and observe more change in the next ten years, than of the last hundred. But how do we prevent this acceleration from eroding away our humanity? As technology becomes increasingly immaterial, ask this: does the technology we've created add more layers of confusion? When we strip away all the technology, what are we left with? The same thing we started with - people. Incorporating the psychological and philosophical fields into the design process, Pete Trainor takes us back to the fundamental questions, that drive us, and through a journey of design thinking, he asks one simple question, the one we have asked through all times why?
The Language of Animals

Living in a "perfect" world without social ills, a boy approaches the time when he will receive a life assignment from the Elders, but his selection leads him to a mysterious man known as the Giver, who reveals the dark secrets behind the utopian facade.

HIPPO

"Occupational therapy always has focused on the individual as active in meaningful and purposeful activity. In hippotherapy, the therapist uses the horse as an intervention strategy to help stimulate a client, who passively sits astride a moving horse and then accommodates himself or herself to the movement. If there is no active, purposeful participation and the client is not actively or purposely involved, how does occupational therapy fit? That question is answered in this book, the first of its kind to detail the field's current and potential contributions to Hippotherapy. The chapters in this book will be useful for undergraduate and graduate students who want to study more about hippotherapy; for faculty members who plan to include hippotherapy in their academic curricula; for researchers who are studying and documenting hippotherapy; for clinicians who are working in hippotherapy or therapeutic horseback riding and want to update their knowledge in research or a particular practice area; and for riders or their parents who are interested in the development, application, and benefits of hippotherapy."--Note de l'éditeur.

52 Mondays

The Software Architect Elevator

'I believe that 'emotion' is where it's at' Tom Peters For far too long, emotions have been ignored in favour of rationality and efficiency, but breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, much less acted on it. In this fully revised edition, Emotionomics will help you to understand emotions in terms of business opportunities - both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference. At the same time, companies with engaged, productive work forces will undoubtedly achieve competitive advantage. Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees, to help you to leverage emotions for business success in terms of branding, product design, advertising, sales, customer satisfaction, leadership and employee management. Emotions matter and Emotionomics will help you to step closer to customers and employees, but step ahead of your competitors.

Hippo

Kanzi the chimp, Koko the ape, singing whales, trumpeting elephants, and dolphins trained for naval service--all of them make the news each year. Members of these species learn to communicate both with their voices and with body language, and without the signals they develop, each would be an island, unable to survive on Earth. How much do we know about how animals communicate with each other or with humans? Scientific American Focus: The Language of Animals examines the sometimes subtle differences between the nature of communication and what we call "language" or "intelligence." We explore how scientists study animal communication, and we learn about various species and their ways of "talking" and passing on their own "cultural" patterns. From dancing bees and chirping crickets to schooling fish and flocking birds; from birdsong to whale song to the language of our closest relatives in the animal kingdom--the chimpanzees--these overviews of thoroughly detailed case studies are a window to understanding the constant chatter and movement of the animal kingdom.

The Unexpected Truth about Animals

This book will help you become a better product leader. Benefitting from Roman Pichler's extensive experience, you will learn how to align stakeholders and guide development teams even in challenging circumstances, avoid common leadership mistakes, and grow as a leader. Written in an engaging and easily accessible style, How to Lead in Product Management offers a wealth of practical tips and strategies. Through helpful examples, the book illustrates how you can directly apply the techniques to your work. Coverage includes: * Choosing the right leadership style * Cultivating empathy, building trust, and influencing others * Increasing your authority and empowering others * Directing stakeholders and development teams through common goals * Making decisions that people will support and follow through * Successfully resolving disputes and conflicts even with senior stakeholders * Listening deeply to discover and
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address hidden needs and interests * Practising mindfulness and embracing a growth mindset to develop as a leader
Praise for How to Lead in Product Management: "Roman has done it again, delivering a practical book for the product
management community that appeals to both heart and mind. How to Lead in Product Management is packed with
concise, direct, and practical advice that addresses the deeper, personal aspects of the product leadership. Roman's book
shares wisdom on topics including goals, healthy interactions with stakeholders, handling conflict, effective conversations,
decision-making, having a growth mindset, and self-care. It is a must read for both new and experienced product people."
—Ellen Gottesdiener, Product Coach at EBG Consulting "Being a great product manager is tough. It requires domain
knowledge, industry knowledge, technical skills, but also the skills to lead and inspire a team. Roman Pichler's How to
Lead in Product Management is the best book I've read for equipping product managers to lead their teams."
—Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied "This is the book that
has been missing for product people. Roman has created another masterpiece, a fast read with lots of value. It's a must
read for every aspiring product manager."
—Magnus Billgren, CEO of Tolpagorni Product Management "How to Lead in Product Management is for everyone who manages a product or drives important business decisions. Roman lays out the
key challenges of product leadership and shows us ways of thoughtfully working with team members, stakeholders,
partners, and the inevitable conflicts."
—Rich Mironov, CEO of Mironov Consulting and "Smokejumper“ Head of Product

Handbook of Human Resources Management

Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a
 technological device that will allow her to speak for the first time.

Democratizing Innovation

Design IT Organizations for Agility at Scale Aspiring digital businesses need overall IT agility, not just development team
agility. In Agile IT Organization Design, IT management consultant and ThoughtWorks veteran Sriram Narayan shows
how to infuse agility throughout your organization. Drawing on more than fifteen years’ experience working with
enterprise clients in IT-intensive industries, he introduces an agile approach to “Business–IT Effectiveness” that is as
practical as it is valuable. The author shows how structural, political, operational, and cultural facets of organization
design influence overall IT agility—and how you can promote better collaboration across diverse functions, from sales and
marketing to product development, and engineering to IT operations. Through real examples, he helps you evaluate and
improve organization designs that enhance autonomy, mastery, and purpose: the key ingredients for a highly motivated
workforce. You’ll find “close range” coverage of team design, accountability, alignment, project finance, tooling, metrics,
organizational norms, communication, and culture. For each, you’ll gain a deeper understanding of where your
organization stands, and clear direction for making improvements. Ready to optimize the performance of your IT
organization or digital business? Here are practical solutions for the long term, and for right now. Govern for value over
predictability Organize for responsiveness, not lowest cost Clarify accountability for outcomes and for decisions along the
way Strengthen the alignment of autonomous teams Move beyond project teams to capability teams Break down tool-
induced silos Choose financial practices that are free of harmful side effects Create and retain great teams despite today’s
“talent crunch” Reform metrics to promote (not prevent) agility Evolve culture through improvements to structure,
practices, and leadership—and careful, deliberate interventions

Owen & Mzee

Augustine was one of the West's first public philosophers. Intellectually brilliant and a gifted writer, he is known primarily
as one of the great figures of Christian late antiquity. In this new biography we encounter him through the complexities of
his remarkable personality. Miles Hollingworth demonstrates that it was as a personality that he turned against his Age to
explore the shocking relevance of one life to God and history. His autobiography, the Confessions, is held up by many
today as the first truly modern book.

Neuromarketing

As an investigative journalist, Monbiot found a mission in his ecological boredom, that of learning what it might take to
impose a greater state of harmony between himself and nature. He was not one to romanticize undisturbed, primal
landscapes, but rather in his attempts to satisfy his cravings for a richer, more authentic life, he came stumbled into the
world of restoration and rewilding. When these concepts were first introduced in 2011, very recently, they focused on
releasing captive animals into the wild. Soon the definition expanded to describe the reintroduction of animal and plant
species to habitats from which they had been excised. Some people began using it to mean the rehabilitation not just of
particular species, but of entire ecosystems: a restoration of wilderness. Rewilding recognizes that nature consists not just
of a collection of species but also of their ever-shifting relationships with each other and with the physical environment. Ecologists have shown how the dynamics within communities are affected by even the seemingly minor changes in species assemblages. Predators and large herbivores have transformed entire landscapes, from the nature of the soil to the flow of rivers, the chemistry of the oceans, and the composition of the atmosphere. The complexity of earth systems is seemingly boundless."

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