

Practical Intuition For Success Laura Day

[#practical intuition](#) [#success strategies](#) [#Laura Day](#) [#intuitive development](#) [#personal achievement](#)

Explore the powerful methods of practical intuition as taught by Laura Day, designed to propel you towards greater personal and professional success. This guide offers actionable insights and techniques to hone your innate intuitive abilities, enabling smarter decision-making and fostering significant breakthroughs in all areas of your life.

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Practical Intuition

Gut feeling. Sixth sense. Hunch. No matter what it's called, intuition plays a part in the decisions we make every day. In seminars around the world, Laura Day has taught business people, financial analysts, celebrities, homemakers, doctors, lawyers, and other professionals how to consciously tap this hidden ability. Now, through a step-by-step program, first-person accounts, and real-life examples, Day shows you how to unlock the remarkable power of your mind. Practical Intuition will help you: follow your hunches and control your enthusiasms make better investment and business decisions "read" other people more accurately make more informed decisions about your health know whether a partner is right for you understand what you really want to do with the rest of your life and much more

Practical Intuition for Success

She calls herself a "practicing intuitive," having harnessed the power of instinct in her own life. Laura Day believes that everyone can be "an intuitive," and having conducted workshops for more than 10 years, she has amassed a remarkable following of luminaries from across the business world who concur. In Practical Intuition for Success, Day outlines a 10-day program for readers, showing how they too can develop their sixth sense to enhance their business decisions. In a powerful blend of exercises and examples of "intuition in action" from her own life and from the workplace and investment worlds, she shows readers how intuition can give them an edge to: Make more money Be happy in a career Gain more insight into personal investments Solve problems quickly Unleash their inner financial genius Choose winning business strategies Beat the competition Decide which business to start Uncover enemies and hidden agendas in the workplace -- and come out ahead Day believes that intuition is like meditation or exercise; it requires practice and should be integrated into our daily lives. Practical Intuition for Success enables readers to find, release and enrich their intuitive capabilities, bringing them and their businesses to unprecedented levels of success.

Practical Intuition for Success

Don't work harder, work smarter. We've all know them: people who seem to effortlessly run on the fast track. They don't necessarily work harder or put in longer hours; what they do work is their intuition, that powerful sixth sense that tells them how to turn any situation to their advantage. The good news, says Laura Day, bestselling author of *Practical Intuition*, is that each of us has the capacity to use intuition to enhance our success. Now she has created a step-by-step program to help you hone your gut instinct to guide you through the ever-changing landscape of work and business. Day shows you how to bring forth your intuition, make it stronger, and make it work for you. And the more you practice it, the better the results. Whether you are a manager, investor, or entrepreneur, Day shows how you can: solve problems quickly create winning business plans and strategies envision a new business uncover hidden agendas take the "pulse" at meetings to better position yourself evaluate the stock market *Practical intuition for success*. You've already got it; let Day teach you to use it--and get the most out of your career.

Practical Intuition for Success

Don't work harder, work smarter. We've all know them: people who seem to effortlessly run on the fast track. They don't necessarily work harder or put in longer hours; what they do work is their intuition, that powerful sixth sense that tells them how to turn any situation to their advantage. The good news, says Laura Day, bestselling author of "*Practical Intuition*"

How to Rule the World from Your Couch

Who uses intuition? The answer is everyone. For over twenty years, Laura Day has used intuition and taught tools for employing it to make businesses stronger, to help people find love, heal their own bodies, effectively communicate with their children when their children were unwilling to listen, to make better decisions, and to accomplish their dreams-dreams that seemed impossible to achieve at the outset. To overcome challenges such as these, Day developed techniques, presented here, to create dazzling results in less time and with less "work". You can initiate these techniques from your couch-by using your innate ability to utilize that knowledge that you have inside of you to transmit and receive information, and to build a new reality.

Practical Intuition in Love

In her groundbreaking bestseller *Practical Intuition*, Laura Day showed how intuition--an instinctual knowledge we all possess about ourselves and what is best for us--can be the most effective tool for leading a fulfilled life. In *Practical Intuition in Love*, Laura Day demonstrates how this powerful, natural gift directly affects our ability to find and sustain intimate romantic relationships. If used wisely, intuition will help you send and interpret romantic signals, guide you to the right people and choices, and help you avoid the entrapments of no-win situations. Based on her successful workshops and filled with proven techniques and real-life examples, Laura Day's simple six-step plan will help you recognize the inner gift of attracting and nourishing the relationship with the one you love. Whether you are searching for a partner, recovering from love gone wrong, or trying to put the heat in the relationship gone cold, *Practical Intuition in Love* will help you put pleasure back in into your life, and find joy in a relationship that lasts.

The Circle

The "New York Times" bestselling author of "*Practical Intuition*" shows readers how one carefully crafted wish can serve as a match to ignite potent and lasting transformation in their lives.

Welcome to Your Crisis

From the bestselling author of *Practical Intuition* comes a groundbreaking book about using the power of crisis to transform one's life.

Practical Intuition

Using intuition to make decisions about every aspect of our lives.

Practical Intuition for Success

At the heart of Day's program is one empowering message: You will be most successful by being yourself. Through her unique program, you will learn to harness the inner power that can start you

on the road to wealth. Teaches you a new set of skills & a new way of relating to your world. You'll experience how intuition can be a reliable & profitable tool, & the more you practice it, the better the results. "Laura Day's insights are brilliant & practical. If you follow the suggestions in her book, it will be impossible for you to avoid unparalleled success & fulfillment." "Will revolutionize the way you think about your career, your financial decisions, your life."

Edge

Laura Huang, an award-winning Harvard Business School professor, shows that success is about gaining an edge: that elusive quality that gives you an upper hand and attracts attention and support. Some people seem to naturally have it. Now, Huang teaches the rest of us how to create our own from the challenges and biases we think hold us back, and turning them to work in our favor. How do you find a competitive edge when the obstacles feel insurmountable? How do you get people to take you seriously when they're predisposed not to, and perhaps have already written you off? Laura Huang has come up against that problem many times--and so has anyone who's ever felt out of place or underestimated. Many of us sit back quietly, hoping that our hard work and effort will speak for itself. Or we try to force ourselves into the mold of who we think is "successful," stifling the creativity and charm that makes us unique and memorable. In *Edge*, Huang offers a different approach. She argues that success is rarely just about the quality of our ideas, credentials, and skills, or our effort. Instead, achieving success hinges on how well we shape others' perceptions--of our strengths, certainly, but also our flaws. It's about creating our own edge by confronting the factors that seem like shortcomings and turning them into assets that make others take notice. Huang draws from her groundbreaking research on entrepreneurial intuition, persuasion, and implicit decision-making, to impart her profound findings and share stories of previously-overlooked Olympians, assistants-turned-executives, and flailing companies that made momentous turnarounds. Through her deeply-researched framework, Huang shows how we can turn weaknesses into strengths and create an edge in any situation. She explains how an entrepreneur scored a massive investment despite initially being disparaged for his foreign accent, and how a first-time political candidate overcame voters' doubts about his physical disabilities. *Edge* shows that success is about knowing who you are and using that knowledge unapologetically and strategically. This book will teach you how to find your unique edge and keep it sharp.

Practical Intuition

Gut feeling. Sixth sense. Hunch. No matter what it's called, intuition plays a part in the decisions we make every day. In seminars around the world, Laura Day has taught business people, financial analysts, celebrities, homemakers, doctors, lawyers, and other professionals how to consciously tap this hidden ability. Now, through a step-by-step program, first-person accounts, and real-life examples, Day shows you how to unlock the remarkable power of your mind. "Practical Intuition will help you: follow your hunches and control your enthusiasms make better investment and business decisions "read" other people more accurately make more informed decisions about your health know whether a partner is right for you understand what you really want to do with the rest of your life and much more "From the Trade Paperback edition.

Your Intuition Led You Here

Are you curious about magic, but don't know where to begin?

The Secret of Our Success

How our collective intelligence has helped us to evolve and prosper Humans are a puzzling species. On the one hand, we struggle to survive on our own in the wild, often failing to overcome even basic challenges, like obtaining food, building shelters, or avoiding predators. On the other hand, human groups have produced ingenious technologies, sophisticated languages, and complex institutions that have permitted us to successfully expand into a vast range of diverse environments. What has enabled us to dominate the globe, more than any other species, while remaining virtually helpless as lone individuals? This book shows that the secret of our success lies not in our innate intelligence, but in our collective brains—on the ability of human groups to socially interconnect and learn from one another over generations. Drawing insights from lost European explorers, clever chimpanzees, mobile hunter-gatherers, neuroscientific findings, ancient bones, and the human genome, Joseph Henrich demonstrates how our collective brains have propelled our species' genetic evolution and shaped

our biology. Our early capacities for learning from others produced many cultural innovations, such as fire, cooking, water containers, plant knowledge, and projectile weapons, which in turn drove the expansion of our brains and altered our physiology, anatomy, and psychology in crucial ways. Later on, some collective brains generated and recombined powerful concepts, such as the lever, wheel, screw, and writing, while also creating the institutions that continue to alter our motivations and perceptions. Henrich shows how our genetics and biology are inextricably interwoven with cultural evolution, and how culture-gene interactions launched our species on an extraordinary evolutionary trajectory. Tracking clues from our ancient past to the present, *The Secret of Our Success* explores how the evolution of both our cultural and social natures produce a collective intelligence that explains both our species' immense success and the origins of human uniqueness.

The Origin of Consciousness in the Breakdown of the Bicameral Mind

National Book Award Finalist: "This man's ideas may be the most influential, not to say controversial, of the second half of the twentieth century."—Columbus Dispatch At the heart of this classic, seminal book is Julian Jaynes's still-controversial thesis that human consciousness did not begin far back in animal evolution but instead is a learned process that came about only three thousand years ago and is still developing. The implications of this revolutionary scientific paradigm extend into virtually every aspect of our psychology, our history and culture, our religion—and indeed our future. "Don't be put off by the academic title of Julian Jaynes's *The Origin of Consciousness in the Breakdown of the Bicameral Mind*. Its prose is always lucid and often lyrical...he unfolds his case with the utmost intellectual rigor."—The New York Times "When Julian Jaynes . . . speculates that until late in the twentieth millennium BC men had no consciousness but were automatically obeying the voices of the gods, we are astounded but compelled to follow this remarkable thesis."—John Updike, *The New Yorker* "He is as startling as Freud was in *The Interpretation of Dreams*, and Jaynes is equally as adept at forcing a new view of known human behavior."—American Journal of Psychiatry

Peachey Letters

What's it all about... this crazy thing called life and how can we make the most of it? One woman answers these big questions, as she takes a voyage through the past, the present, the players, and the ponderings of her life - sending love letters back to them all along the way. Can letters change a life? They have already changed the life of the author and touched the hearts of the thousands of people around the world who have already read her Peachey Letters Blog... Now in book form, these letters do so many things - they entertain, engage, elucidate and energise, and more than that they ultimately show us how to let go and really love life, living it to the full...

The Surrendered Single

THIS CONTROVERSIAL APPROACH TO DATING HAS GIVEN THOUSANDS OF SINGLE WOMEN EVERYTHING THEY NEED TO ATTRACT ROMANCE, INTIMACY, AND A MARRIAGE PROPOSAL. Surrendered Single doesn't have to look for Mr. Right -- she attracts him. The principles presented in *The Surrendered Single* are simple: When you try to control who asks you out and when a man will call, or if you try to corner him into a commitment, you drive him away. When you let him woo you instead, you enjoy the pleasure of being pursued. You feel confident and feminine. Dating becomes fun again. Marriage follows. You stop going it alone. Practical and compassionate, *The Surrendered Single* is a step-by-step guide that shows you how to: ASK MEN TO INVITE YOU OUT SO THAT YOU ALWAYS HAVE A DATE AVOID THE REMORSE OF "I WISH I HADN'T SAID..." BECOME YOUR BEST SELF AND ATTRACT GOOD MEN Whether you're recovering from a breakup or a divorce, are on the dating scene, or want your romance to deepen, *The Surrendered Single* will bring you the relationship you desire with a man you love -- and who loves you.

Put Your Heart on Paper

Put Your Heart On Paper is filled with the inspiring true stories of what happens when people write from their hearts: the shared insights, the new beginnings, the dreams that miraculously come true. In 50 provocative short chapters, acclaimed author Henriette Klauser shows the power of the written word in everyday life -- bringing together parents and children, strengthening personal bonds, mending hurt feelings, solving problems, sharing joys, preserving family history -- and offers tools and tips to get you started right away. Putting your heart on paper does not require special talent, a lot of time or training. All you need is a willingness to be yourself and to be open with others. Nauser's energizing examples show

how to get going and keep going past the fear and doubt -- and offer dozens of ideas to try. From a note tucked in a lunchbox to an interactive journal, from love letters to apologies to a three-minute poem, *Put Your Heart On Paper* shows us how to find a direct line from our deepest thoughts to another's heart.

The Soul-Sourced Entrepreneur

Can you succeed in business when your strength is more about sensitivity than swagger? If you're moved by meaning, more than manipulation? In other words: Can you succeed while still being you? Christine Kane is living proof that the answer is yes. Far too many of us have swallowed the notion that business owners have to be a certain way to be successful—strategy-obsessed, data-driven, and relentlessly aggressive. Bookstore shelves are lined with guides for entrepreneurs that urge them to "Crush it! 10X It!" or "Unf**k it!" Those who aren't crushers or unf**kers of anything are left wondering if something's wrong with them. Like, maybe they're just not cut out for business. A former songwriter and performer, and then founder of Uplevel YOU—a multi-million-dollar business coaching company—Christine Kane shows a new class of entrepreneurs another way. It's time to connect, not crush. In *The Soul-Sourced Entrepreneur*, Kane shares the insights that have helped thousands find success without losing themselves. In these pages, readers will find a practical plan to:

- Toss out ineffective, old-school goal-setting models.
- Reframe your intuition and sensitivity as valuable assets, not as flaws to hide.
- Examine old patterns for clues as to what's been holding you back.
- Clean up the spaces and distractions draining your energy and power.
- Learn to confidently trust in your own wisdom.
- Break free from fear-based decision-making that plagues most businesses.

Throughout the book, you'll hear stories from other soul-sourced entrepreneurs, who employ their own reliable, unique set of best practices based as much in intuition and self-awareness as on specific skills and strategies. Forget business as usual. Your business is personal, and in this new era, authenticity, creativity, and sensitivity are what set businesses apart. *The Soul-Sourced Entrepreneur* is your unconventional plan to build the business of your dreams, and being wildly successful by being you.

Living Your Best Life

Just imagine if you didn't have to agonize over difficult decisions. If you could feel absolute confidence in the choices you made, regardless of the outcome. If you could dispense with decisions altogether, on the basis that you always knew what to do.

Your Heart's Desire

Do you feel you're not in control of your life? Do you find it hard to make space for your spiritual self while keeping on top of day to day life? *Your Heart's Desire* is the perfect guidebook for gaining control of your destiny and finding your true self. This workbook, carefully prepared by internationally renowned intuitive and spiritual teacher Sonia Choquette, provides nine universal principles for creating our own reality. Offering modern-day parables from her own personal training and practice, down-to-earth advice and specific exercises, finding a route to your most heartfelt desire becomes an easy daily practice. With this book, *Your Heart's Desire* is within easy reach.

Developing Intuition

Intuition is a birthright, but many have lost touch with it. If embraced and followed, intuition can be an accurate force that permeates all facets of life. Shakti teaches readers how to tap into their inner knowledge and use it to enhance their lives and attain their goals. Chapters explore the role of intuition in health, creativity, work, and prosperity. Exercises based on Shakti's workshops and seminars help readers listen to their inner guide but also evaluate the worthiness of such knowledge in the context of the real world. Stories from her clients and her own life illustrate the practical advice she gives.

Cosmic Navigator

Gahl Sasson's second book, *Cosmic Navigator*, is like a GPS for the soul. It combines Astrology, the map of where and who we are, with Kabbalah the navigation system that tells us how to get to our goal and avoid those traffic patterns and areas of gridlock in our lives. This three part text is the first book of its kind. Not only is it the first book to use Astrology as a resource for self help, it also weds the wisdom of ancient Kabbalistic truths with the powerful archetypes of the zodiac to help you improve and change your life. The first part of the book introduces the basic concepts of Kabbalah and Astrology

and how they work together. The second part teaches you how to interpret your own astrological chart as the road map of your life. The third and final part of the book, which is based on Gahl's twelve week workshop, walks the reader through the twelve signs and teaches them how to use each one to bring balance and success into their lives. Is your love life in need of more passion? Turn to the chapter on Scorpio and learn how to invoke that sexual mysterious energy. Do you need to be more assertive at work? Turn to the chapter on Aries and discover your inner warrior. Unlike other astrology books that simply offer stereotypical profiles, Cosmic Navigator teaches us how to take control of our astrological destinies.

Don't Trust Your Gut

"Seth Stephens-Davidowitz is more than a data scientist. He is a prophet for how to use the data revolution to reimagine your life. Don't Trust Your Gut is a tour de force--an intoxicating blend of analysis, humor, and humanity." -- Daniel H. Pink, #1 New York Times bestselling author of *When, Drive, and To Sell Is Human* Big decisions are hard. We consult friends and family, make sense of confusing "expert" advice online, maybe we read a self-help book to guide us. In the end, we usually just do what feels right, pursuing high stakes self-improvement--such as who we marry, how to date, where to live, what makes us happy--based solely on what our gut instinct tells us. But what if our gut is wrong? Biased, unpredictable, and misinformed, our gut, it turns out, is not all that reliable. And data can prove this. In *Don't Trust Your Gut*, economist, former Google data scientist, and New York Times bestselling author Seth Stephens-Davidowitz reveals just how wrong we really are when it comes to improving our own lives. In the past decade, scholars have mined enormous datasets to find remarkable new approaches to life's biggest self-help puzzles. Data from hundreds of thousands of dating profiles have revealed surprising successful strategies to get a date; data from hundreds of millions of tax records have uncovered the best places to raise children; data from millions of career trajectories have found previously unknown reasons why some rise to the top. Telling fascinating, unexpected stories with these numbers and the latest big data research, Stephens-Davidowitz exposes that, while we often think we know how to better ourselves, the numbers disagree. Hard facts and figures consistently contradict our instincts and demonstrate self-help that actually works--whether it involves the best time in life to start a business or how happy it actually makes us to skip a friend's birthday party for a night of Netflix on the couch. From the boring careers that produce the most wealth, to the old-school, data-backed relationship advice so well-worn it's become a literal joke, he unearths the startling conclusions that the right data can teach us about who we are and what will make our lives better. Lively, engrossing, and provocative, the end result opens up a new world of self-improvement made possible with massive troves of data. Packed with fresh, entertaining insights, *Don't Trust Your Gut* redefines how to tackle our most consequential choices, one that hacks the market inefficiencies of life and leads us to make smarter decisions about how to improve our lives. Because in the end, the numbers don't lie.

The Magic Path of Intuition

Florence Scovel Shinn was a gifted teacher who shaped the fields of spiritual growth and New Thought. Her practical, straightforward style empowered countless people to trust their inner knowing and overcome their challenges. With an Introduction by self-help luminary Louise Hay, who credits Florence as one of her early inspirations, this simple yet poignant book—which contains original, previously unpublished text—can help you positively transform your life. Powerful affirmations will show you how to cultivate your intuition and release any resistance, fear, and doubt. Florence said, "You must live fully in the now to make your dreams come true." Are you ready to follow your own magic path, your Divine wisdom, and realize your dreams? Goals or wishes that seem far off or unattainable are just waiting for you to believe in your potential and innate ability to manifest your desires!

Writing on Both Sides of the Brain

A revolutionary approach to writing that will teach you how to express yourself fluently and with confidence for the rest of your life.

First Intelligence

Practical Ways to Tap into and Use Your Highest Wisdom Each day, we are bombarded with data and opinions, and each day we must make choices that steer us toward our own best approach to life. And, according to Simone Wright, we often forget or don't understand how to use the best tool available: our intuition, which is our "first intelligence" that can cut through the chatter to inherent wisdom. She

explains that intuition is an innate and universal biological and energetic function that can be used like a human GPS system to guide us toward effective action and peak performance. Riveting examples and powerful exercises demonstrate how we can use this “sixth sense” as naturally as any, in all areas of our lives.

Intuition

A practical guide to discovering the lost art of intuition. Tune into your senses, find your inner wisdom, and develop your physical, mental, emotional, and spiritual awareness. This self-help book will help you open yourself up to the power of intuition. Intuition is seen by many as the highest form of intelligence. It's the ability to know something instinctively without having to discover it - a deep sense of knowing, that gut feeling. Your intuition can guide you to make wise decisions that bring more joy, love, and meaning into your life. From journaling and meditation to mindful movement and moon rituals, this developmental guide taps into the myriad ways you can find your intuition. It teaches you how to use a broad range of practices and techniques designed to reveal your path to innate wisdom. An Essential On Any Intuitive's Bookshelf This motivational book by Amisha Ghadiali, an intuitive therapist, yogi, meditation, and Reiki teacher, is filled with inspirational quotes, helpful exercises, and information on how to live a life you love. It encourages intuitive development in everyday life - health, family, relationships, work, creativity, and more. This inspirational book from DK Books will give you the practical tools you need to get in touch with your intuition and create the happier, more successful life you were meant to live: • DISCOVER the life-changing potential of intuition and learn techniques on how to use it • CONNECT with your subconscious mind through helpful exercises • APPLY INTUITION to unlock wellness and fulfillment in every area of your life "Amisha has a way of writing that speaks directly to your cells. She is a true intuitive, and has created a sophisticated and powerful guide that opens doorways of possibility for all of us. This book activates the intelligence of your natural healing as well as supports you in making choices from your soul, the effects of which will ripple out into the healing of this world." Elena Brower, bestselling author of Practice You, Art of Attention and Being You

Trust Life

365 affirmations and reflections drawn from the inspirational work of Louise Hay. Queen of the New Age . . . A founder of the self-help movement . . . The closest thing to a living saint . . . Louise Hay was called all this and more, and her work inspired millions worldwide, but she never set herself up as a guru with all the answers. She urged every attendee at her workshops and conferences, every reader of her dozens of books, to remember that it is you who has the power to heal your life. She was just here to guide you on the path of remembering the truth of who you are: powerful, loving, and lovable. In honor of Louise's life, you now hold in your hands this compilation of her most inspiring teachings from her greatest works. Our hope is that the 366 entries within this book allow you to carry the wisdom of Louise with you each and every day, and inspire you to trust the process of Life. As Louise said: "Very simply, I believe that what we give out, we get back; we all contribute to, and are responsible for, the events that take place in our lives--both the good and the so-called bad. We create our experiences based on the words we say and the thoughts we think. When we create peace and harmony in our minds and think positive thoughts, we will attract positive experiences and like-minded people to us. In essence, what I'm saying is that what we believe about ourselves and about Life becomes true for us."

Gut Feelings

Why is split second decision-making superior to deliberation? Gut Feelings delivers the science behind Malcolm Gladwell's Blink. Reflection and reason are overrated, according to renowned psychologist Gerd Gigerenzer. Much better qualified to help us make decisions is the cognitive, emotional, and social repertoire we call intuition, a suite of gut feelings that have evolved over the millennia specifically for making decisions. Gladwell drew heavily on Gigerenzer's research. But Gigerenzer goes a step further by explaining just why our gut instincts are so often right. Intuition, it seems, is not some sort of mystical chemical reaction but a neurologically based behavior that evolved to ensure that we humans respond quickly when faced with a dilemma (BusinessWeek).

Practice Makes Perfect

- Has your intuition been giving you messages but you don't know what they mean?
- Do you find it hard to trust your intuition because you think you might be making it up?
- Would you like to have intuitive guidance at your fingertips, but you're not sure if your intuition is working at all?
- Do you want

to have more understandable information from your intuition? "Intuition On Demand" can help you fix all these problems once and for all. If you're in control of your intuition, you can find the right answers to questions such as: Should I move? Where should I go? Who do I pick to be my friend, spouse, doctor or lawyer? How do I fix the difficulties in my relationship? What should I do to improve my health? Why am I stuck in my career? When you finish reading this book you'll be able to make your intuition happen when you want, on what you want and get detailed information. You'll have an education and understanding of intuition so you can get instant intuitive guidance for all your important life decisions and know what action to take that will give you a better outcome. You'll always be assured of the best course of action to take to feel safe, comforted and calm. Lisa K. PhD developed these methods and technique to help her become a sold out intuitive reader and one day save her life. Developed from years of research, training and experience, "Intuition On Demand" provides a step-by-step technique to help others, like yourself, to develop your intuition from scratch - discover the intuition development map, Lisa's signature "Intuition On Demand" technique, ways to reprogram your thinking, intuition worksheets, practical exercises and much more.

Intuition on Demand

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?" ;and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

Unconscious Branding

A hands-on guide to the practical, real-life applications of the psychic powers we all possess and how to tap into intuition and creativity for business and personal gain, by a psychic who conducts corporate sessions in psychic abilities.

Uncommon Sense

Year after year, readers pulled me aside at events and said, "I've never had a problem starting. I've started a million things, but I never finish them. Why can't I finish? According to studies, 92 percent of New Year's resolutions fail. You've practically got a better shot at getting into Juilliard to become a ballerina than you do at finishing your goals. For years, I thought my problem was that I didn't try hard enough. So I started getting up earlier. I drank enough energy drinks to kill a horse. I hired a life coach and ate more superfoods. Nothing worked, although I did develop a pretty nice eyelid tremor from all the caffeine. It was like my eye was waving at you, very, very quickly. Then, while leading a thirty-day online course to help people work on their goals, I learned something surprising: The most effective exercises were not those that pushed people to work harder. The ones that got people to the finish line did just the opposite—they took the pressure off. Why? Because the sneakiest obstacle to meeting your goals is not laziness, but perfectionism. We're our own worst critics, and if it looks like we're not going to do something right, we prefer not to do it at all. That's why we're most likely to quit on day two, "the day after perfect"—when our results almost always underperform our aspirations. The strategies in this book are counterintuitive and might feel like cheating. But they're based on studies conducted by a university researcher with hundreds of participants. You might not guess that having more fun, eliminating your secret rules, and choosing something to bomb intentionally works. But the data says otherwise. People who have fun are 43 percent more successful! Imagine if your diet, guitar playing, or small business was 43 percent more successful just by following a few simple principles. If you're tired of being a chronic starter and want to become a consistent finisher, you have two options: You can

n continue to beat yourself up and try harder, since this time that will work. Or you can give yourself the gift of don

Finish

NOW A MAJOR MOTION PICTURE starring Tom Hanks, Emma Watson and John Boyega A thrilling and compulsively addictive novel about our obsession with the internet When Mae is hired to work for the Circle, the world's most powerful internet company, she feels she's been given the opportunity of a lifetime. Run out of a sprawling California campus, the Circle links users' personal emails, social media, and finances with their universal operating system, resulting in one online identity and a new age of transparency. Mae can't believe her great fortune to work for them - even as life beyond the campus grows distant, even as a strange encounter with a colleague leaves her shaken, even as her role at the Circle becomes increasingly public ... 'Tremendous. Inventive, big hearted and very funny. Prepare to be addicted' Daily Mail 'Prescient, important and enjoyable . . . a deft modern synthesis of Swiftian wit with Orwellian prognostication' Guardian 'A gripping and highly unsettling read' Sunday Times

The Circle

The definitive edition - updated and expanded, with access to an online toolkit. 'The bible of coaching guides...No other book gives you the tools, skills, and the fundamentals needed to succeed in these delicate relationships.' Stephen R. Covey, Author of The 7 Habits of Highly Effective People Co-Active Coaching offers current and aspiring coaches, leaders and managers in organisations and anyone wanting to strengthen interpersonal relationships, a practical, yet transformative communication process called the Co-Active Model. Since its creation by the authors more than 25 years ago, the Co-Active Model and the book have formed the foundation of the authors' six-part coach training program delivered globally to tens of thousands of individuals each year through the authors' training institute, CTI. With its origins in the coaching profession, the Co-Active Model also applies to work and interpersonal relationships because it is based on principles of effective communication backed by current scientific research. In this highly-anticipated new edition, the universal applicability of the the Co-Active Model is emphasised. It goes beyond the one-on-one coach/coachee structure to include guidance for leaders and managers on how they can add a coaching competency to their professional skill set. New to this edition: · Every chapter has been updated for relevance and direct application to coaching in all of its forms, including in the workplace · New material covering: current neuroscience research, Co-Active approaches to leadership development and working with groups and teams · More examples drawn from the authors' first-hand experiences, especially in workplace settings · More examples of the Co-Active Model applied internationally · Updated/fine-tuned glossary (less jargon) · Web-based 'Toolkit' with 27 exercises, questionnaires, checklists, and reproducible forms

Co-Active Coaching

"I can't remember the last time I finished reading a book and wanted to applaud.... Life-changing."—Heidi Grant Halvorson, PhD, author of Focus If you picked up this book because you want to increase your confidence, you are not alone. Like most people, you probably think that being highly confident would make you more likable, more employable, and more successful. But you'd be wrong. In this paradigm-shifting book, world-renowned personality expert Dr. Tomas Chamorro-Premuzic reveals that, beyond making you feel good, high confidence has no genuine benefits, and it may even be self-destructive. Low confidence, however, helps us make realistic risk assessments, protects us from disastrous situations, and encourages us to become more competent—which is the real key to achievement. Intelligent and thought-provoking, Confidence shows you how to make your insecurities work for you in every facet of life. "Maybe you have always intuited...that all the talk about boosting self-confidence and raising self-esteem is not the answer to success or happiness. This charming and thoroughly fact-based book will give you the evidence to back your wisdom, that being kind and competent works best."—Elaine Aron, PhD, author of The Highly Sensitive Person and The Undervalued Self

Confidence

From the award-winning host of the Radically Loved podcast, an invitation to discover the healing power of who you are, body, mind, and spirit. Growing up in East L.A. in the nineties, Rosie Acosta dismissed spirituality and wellness as something people like her didn't do. But after being arrested at age fifteen, she knew that only a radical change would lead her away from debilitating anxiety and self-doubt. As

she puts it, yoga offered her a ladder and she began to climb. In this empowering and accessible guide, Acosta leads readers through the essential spiritual practices she uses to create a radically loved life. With the arc of her own journey as a framework, she presents meditations, journaling questions, and practices for identifying and honoring our own radical truths. With grit and grace, this heart-filled guide makes spiritual practice accessible to everyone and helps you become the person you are truly meant to be.

You Are Radically Loved

Thank God It's Wednesday! was written for business professionals who feel like they have too much job and not enough life. It is a prescription for "Work Sickness," or the live-to-work syndrome, that manifests itself in the form of feeling overwhelmed, incessantly tired and unsatisfied. This book was written for those looking for a practical and easy-to-implement strategy to master the corporate game, identify their career calling and to create more time & space for personal passions. TGIW! is packed with creative insights, innovative "connecting" techniques, real-life examples of success, as well as hands-on exercises that will show you how to unlock the power of your innate inner knowing. Read it and learn how to utilize 8 powerful Spiritual Laws to create your own "YOUUnique" passion plan to live and work with purpose again and to get turned on by your career.

Thank God It's Wednesday