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Jet Lag is a journey, taking us from New York to Paris, from Tokyo to LA, and introducing key players like Carlos Ghosn, Édouard Michelin, Steve Jobs, and Muhammad Ali along the way. Dru leads us through some of the best business and advertising stories in the world, spawning an idea a minute as he pleads for a new Age of Imagination.

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What is advertising if not a window on the world? When a leader of one of the world's most acknowledged advertising agencies, Jean-Marie Dru, talks ads, the tale he tells is his own. It is the story of brands such as Absolut, Adidas, Apple, Danone, Michelin, Nissan, Procter & Gamble, and many others with which he has been intimately connected over years. Jet Lag is a journey, taking us from New York to Paris, from Tokyo to LA, and introducing key players like Carlos Ghosn, Édouard Michelin, Steve Jobs, and Muhammad Ali along the way. Dru leads us through some of the best business and advertising stories in the world, spawning an idea a minute as he pleads for a new Age of Imagination. Sudden reversal, unexpected mergers, and the roller coaster of success and failure provide the backdrop for a tale of world business in a globalized culture. Good enough, as the saying goes, is not enough. Enthusiasm is the key.

Break free and lead the market with the roadmap to Disruption The Ways to New gives you a blueprint for innovation, helping you dig your organization out of the quicksand and get on the fast track to growth. Author Jean-Marie Dru is the originator the Disruption methodology, which he shares here; he is also an international authority on breaking the mold and leading the market, and this book is his guide to making it happen. Too many companies are too slow with innovation. They lag behind, creating at a snail's pace, and thus miss out on any kind of organic growth. They approach new ideas too conservatively, and focus innovation on products only—when there is a whole world out there waiting to be disrupted. This book shows you how to steer your organization toward continued innovation, creation, growth, and success, with 15 proven paths to disruption. Each is illustrated with case studies from companies like L'oreal, Procter & Gamble, and Salesforce.com, to show you the glaring differences between disruption and stagnation. We like to think that we live in a world where innovation happens at a staggering pace. The reality is that we don't, but that leaves an opening that your organization can fill if you're willing to break from the herd. This book shows you how start turning in a new direction, toward sustained, forward-thinking growth. Foster organic growth within your organization Become more proactive about innovation Understand the famous "Disruption" methodology Learn the specific, proven paths to disruption Everyone loves to cite Apple, Google,

and Amazon as proof of high-speed innovation. But companies like this represent only 20% of companies worldwide—the other 80% are still floundering and failing to move forward. The Ways to New gives you a roadmap to innovation, and the tools to make it work.

The business ideas and innovation philosophies of the world’s great entrepreneurs—for anyone to implement in any business Steve Jobs. Jeff Bezos. Larry Page. Sergey Brin. Zhang Ruimin. Marc Benioff. Millions of words have been written about the great entrepreneurs of the world. This book is not about describing their achievements. Nor is it about their charisma, personal trials, or their place in popular culture. We have all heard or read about them already. This book is about the entrepreneur, the thinker. It is about the grand ideas, the disruptive thoughts, the innovative underpinnings and business philosophies that gave rise to their achievements. Thank You For Disrupting: The Disruptive Business Philosophies of The World’s Great Entrepreneurs examines 20 of the most significant business leaders of our time. Author Jean-Marie Dru, himself a disruptor who coined the term decades ago, explains not only the impact these leaders have had on their own companies, but also their immense influence on the business world as a whole. Each chapter is replete with in-depth analyses, insightful comments, and personal observations from the author, including discussions covering the experimentation and platforms of Jeff Bezos, to the recruitment policies and core values of Sergey Brin and Larry Page, to the complete CSR and company activism of Paul Polman, and many more. Illustrating how the vision of a disruptive innovator can reach far beyond his or her company, this engaging book encourages and inspires readers to become disruptors in in their own businesses. The Disruptive Business Philosophies of The World’s Great Entrepreneurs is a must-read for anyone interested in the why and how behind the most significant and influential business achievements of our time.

A roaring, rollicking, foot-stomping farce. Ketchup Soup is an epic, and at times ribald, comedy about the lovable James Reichardt, a verbose junior copywriter who's just landed his first job at a sleepy advertising agency in New Orleans. Part genius, part naive miscreant, James suffers from illusions of grandeur, not the least of which are the beliefs that business is the key to happiness and that he is Caesar reincarnated. In his first 364 days in the Big Easy he'll join forces with the many colorful characters of the city to bring down the ad agency, swear allegiance to art and lead a revolt against capitalism at the height of Mardis Gras. A tale that is both hilarious and heartfelt, Ketchup Soup is the side-splitting story of one young man's journey through the nonconformists and dank back alleys of New Orleans.

Art, a member of the Eastern Standard Tribe--a secret society bound together by their sleep schedule and communicating via encrypted instant messaging--is incarcerated thanks to his friends and family, masquerading as consultants.

Modern life is complicated, much more so than it used to be. Acclaimed author and social entrepreneur, Julia Hobsbawm, shows you a simpler way. The Simplicity Principle challenges the assumption that all things that are complex have to stay that way. It helps keep things as lean, simple and focused as possible. Smartphone users experience concentration interruptions every 12 minutes of the day, there are over 250 billion emails sent every 24 hours and by 2021 the internet will have created more than 3.3 zettabytes of data. Yet complexity doesn't have to dominate, complicate or clutter our lives. Based on a hexagonal model, this book shows you that it's easy to streamline and simplify both your professional and personal lives with lessons based on the natural world. For anyone who feels that life can be too much, The Simplicity Principle will help you break free of the endless choices and complexities that we face in the world today. It's time to gain control of your focus and productivity, and most importantly, KEEP IT SIMPLE.

Author Elizabeth Meade Howard felt abruptly promoted to family elder after the death of her father, an adman, writer, teacher and her lifelong role model. When facing her own later years, Howard sought guidance from resourceful and resilient older men and women whom she admired for their imagination, adaptability and graceful aging. Some were famous. In 30 intimate and often moving interviews with journalists, poets, politicians, actors and artists, Howard reveals the lasting legacies of creative people in their 70s, 80s and beyond. Interspersed throughout the book are short chapters weaving together Howard's family story with insights gathered from scholars and scientists who have researched the aging process.

It has never been more important to sleep well. Stop sabotaging your own sleep and finally wake up energised and refreshed How to Sleep Well is a guidebook that can change your sleep and help you live your life more fully. Whether you struggle to fall asleep, sleep too lightly, wake too often or simply cannot wake up, this book can help you get on track to sleeping well and living better. It all starts with the science of sleep: how much you really need, what your body does during sleep and the causes behind many common sleep problems. Next, you’ll identify the things in your life that are disrupting your sleep cycle and learn how to mitigate the impact; whether the pressure of workplace or you simply cannot quiet your own mind, these expert tips and tricks will help you get the sleep you need. Finally, you’ll learn how to support healthy sleep during the waking hours – what works with or against your sleep – and you’ll learn when the problem might be best dealt with by your GP. Don't spend another restless night waiting for a bleary, groggy morning and sleepy day. Take control of your sleep tonight! Learn how sleep – or a lack thereof – affects every aspect of your life Identify the root causes of your sleep issues and cut them off at the source Discover the sleep advice that works, and the tips that are just plain daft. Create a healthy, calming bedtime routine that will help you get the rest you need Sleep affects everything. Work and school performance, relationships, emotional outlook, your appearance and even your health. Sleeping poorly or not sleeping enough can dramatically impact your quality of life, but most sleep problems can be solved with a bit of self-adjustment. How to Sleep Well puts a sleep expert with over 36 years’ experience at your disposal to help you finally get the restful, restorative sleep you need to live better and be productive.

Reels for 1973- include Time index, 1973-

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