

# The Five Second Rule And Other Myths About Germs What Everyone Should Know About Bacteria Viruses Mold And Mildew

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*The 5 Second Rule* Mel Robbins 2017-02-28 Throughout your life, you've had parents, coaches, teachers, friends, and mentors who have pushed you to be better than your excuses and bigger than your fears. What if the secret to having the confidence and courage to enrich your life and work is simply knowing how to push yourself? Using the science habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel Robbins will explain the power of a "push moment." Then, she'll give you one simple tool you can use to become your greatest self. It take just five seconds to use this tool, and every time you do, you'll be in great company. More than 8 million people have watched Mel's TEDx Talk, and executives inside of the world's largest brands are using the tool to increase productivity, collaboration, and engagement. In *The 5 Second Rule*, you'll discover it takes just five seconds to: Become confident Break the habit of procrastination and self-doubt Beat fear and uncertainty Stop worrying and feel happier Share your ideas with courage *The 5 Second Rule* is a simple, one-size-fits-all solution for the one problem we all face—we hold ourselves back. The secret isn't knowing what to do—it's knowing how to make yourself do it. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

*The Five-Second Rule and Other Myths About Germs* Anne E. Maczulak 2007-11-09 They're everywhere! In water, food, air, and soil. On the kitchen counter and in the bathroom. On our skin, in our intestines, and even swimming in our mouths! They affect us every second of our lives, but most microbes are terribly misunderstood. *The Five-Second Rule and Other Myths about Germs* does away with the notion that you need a doctorate to understand the microscopic world. Dr. Anne Maczulak addresses all the questions we have about microbes in a fun and informative way. Loaded with myth-busting sidebars, health and sanitation tips, and illustrations of our invisible friends and enemies, this is the one how-to reference every person needs to live a healthy life in our microbial world. While giving readers a primer on the science of microbes, Dr. Maczulak explains: Whether or not the "five-Second Rule" really applies when you drop food on the floor The bacterial dangers lurking in the workplace and at home, even in your laundry Surprising facts about household cleaning products What cautions we should take during food preparation What we should do about anthrax Why it may be safer to eat your sandwich in the bathroom than in the kitchen Loaded with informational sidebars and more than 30 illustrations. Includes 25 frequently asked questions about microbes.

**12 Rules for Life** Jordan B. Peterson 2018-01-23 #1 NATIONAL BESTSELLER #1 INTERNATIONAL BESTSELLER What does everyone in the modern world need to know? Renowned psychologist Jordan B. Peterson's answer to this most difficult of questions uniquely combines the hard-won truths of ancient tradition with the stunning revelations of cutting-edge scientific research. Humorous, surprising and informative, Dr. Peterson tells us why skateboarding boys and girls must be left alone, what terrible fate awaits those who criticize too easily, and why you should always pet a cat when you meet one on the street. What does the nervous system of the lowly lobster have to tell us about standing up straight (with our shoulders back) and about success in life? Why did ancient Egyptians worship the capacity to pay careful attention as the highest of gods? What dreadful paths do people tread when they become resentful, arrogant and vengeful? Dr. Peterson journeys broadly, discussing discipline, freedom, adventure and responsibility, distilling the world's wisdom into 12 practical and profound rules for life. *12 Rules for Life* shatters the modern commonplaces of science, faith and human nature, while transforming and ennobling the mind and spirit of its readers.

[Port Out. Starboard Home](#) Michael Quinion 2004 What is the true origin of the phrase 'one fell swoop'? Does the word 'honeymoon' really derive from an old Persian custom of giving the happy couple mead, a honey wine, for the first month after the wedding? The rapid growth of the internet and the use of email has increased the circulation of (usually) false tales about the evolution of language. In this entertaining and fascinating new book on the origins of words and expressions, Michael Quinion retells the mythic tales that have become popular currency - the word 'posh' deriving from 'port out, starboard home' - and also tries to find and explain the true stories behind the origins of phrases. Quinion offers explanations of why and how stories about words are created, and how misunderstanding word origins - while usually harmless - can have serious consequences.

**Don't Swallow Your Gum** Aaron Carroll 2009-11-05 Men with big feet have big penises You should drink at least eight

glasses of water a day Sugar makes kids hyper Eating at night makes you fat Chewing gum stays in your stomach for seven years You lose 40% of your body heat through your head Every day, you hear or think things about your body and health that are just not true. Maybe you saw them on TV, read them in magazines or heard them from friends (or even a doctor). This book is for anyone who has wondered about the truth behind these myths. Funny, wacky and full of fascinating facts, *Don't Swallow Your Gum* explains why so many of those weird and worrisome things we think about our bodies are mistaken.

**Did You Just Eat That?: Two Scientists Explore Double-Dipping, the Five-Second Rule, and other Food Myths in the Lab** Paul Dawson 2018-11-06 Is the five-second rule legitimate? Are electric hand dryers really bacteria blowers? Am I spraying germs everywhere when I blow on my birthday cake? How gross is backwash? When it comes to food safety and germs, there are as many common questions as there are misconceptions. And yet there has never been a book that clearly examines the science behind these important issues—until now. In *Did You Just Eat That?* food scientists Paul Dawson and Brian Sheldon take readers into the lab to show, for example, how they determine the amount of bacteria that gets transferred by sharing utensils or how many microbes live on restaurant menus. The authors list their materials and methods (in case you want to replicate the experiments), guide us through their results, and offer in-depth explanations of good hygiene and microbiology. Written with candid humor and richly illustrated, this fascinating book will reveal surprising answers to the most frequently debated—and also the weirdest—questions about food and germs, sure to satisfy anyone who has ever wondered: should I really eat that?

*D'Aulaires Book of Greek Myths* Ingri d'Aulaire 2017-11-28 "I doubt I would have grown up to be the writer and artist I became had I not fallen in love with D'Aulaire's *Book of Greek Myths* at the age of seven."—R. J. Palacio, author of *Wonder* Kids can lose themselves in a world of myth and magic while learning important cultural history in this beloved classic collection of Greek mythology. Now updated with a new cover and an afterword featuring never-before-published drawings from the sketchbook of Ingri and Edgar D'Aulaire, plus an essay about their life and work and photos from the family archive. In print for over fifty years, *D'Aulaires Book of Greek Myths* has introduced generations to Greek mythology—and continues to enthrall young readers. Here are the greats of ancient Greece—gods and goddesses, heroes and monsters—as freshly described in words and pictures as if they were alive today. No other volume of Greek mythology has inspired as many young readers as this timeless classic. Both adults and children alike will find this book a treasure for years to come.

**Because I Said So!** Ken Jennings 2013-10-08 Draws on medical case histories, scientific findings, and personal research by the author to separate myth from fact and debunk a vast array of parental edicts.

**Water is for Fighting Over** John Fleck 2016-09 "Illuminating." --New York Times WIRED's Required Science Reading 2016 When we think of water in the West, we think of conflict and crisis. Yet despite decades of headlines warning of mega-droughts, the death of agriculture, and the collapse of cities, the Colorado River basin has thrived in the face of water scarcity. John Fleck shows how western communities, whether farmers and city-dwellers or U.S. environmentalists and Mexican water managers, actually have a promising record of conservation and cooperation. Rather than perpetuate the myth "Whiskey's for drinkin', water's for fightin' over," Fleck urges readers to embrace a new, more optimistic narrative—a future where the Colorado continues to flow.

**The Smart Guide to Fighting Infections** Anne Maczulak 2012 A guide to preventing and fighting infections provides an overview of the world of microbes; offers facts about immunization, antibiotics, and cleaning products; and details tactics for avoiding others' germs.

**Cockeyed Education** Gerard Giordano, PhD, professor of education, University of North Florida 2010-01-16 This book enables readers to differentiate substantive from cockeyed suggestions for improving schools.. It directs them to the suggestions that scholastic experts, politicians, and members of the public have made.

**"All the Real Indians Died Off"** Roxanne Dunbar-Ortiz 2016-10-04 Unpacks the twenty-one most common myths and misconceptions about Native Americans In this enlightening book, scholars and activists Roxanne Dunbar-Ortiz and Dina Gilio-Whitaker tackle a wide range of myths about Native American culture and history that have misinformed generations. Tracing how these ideas evolved, and drawing from history, the authors disrupt long-held and enduring myths such as: "Columbus Discovered America" "Thanksgiving Proves the Indians Welcomed Pilgrims" "Indians Were Savage and Warlike" "Europeans Brought Civilization to Backward Indians" "The United States Did Not Have a Policy of Genocide" "Sports Mascots Honor Native Americans" "Most Indians Are on Government Welfare" "Indian Casinos Make Them All Rich" "Indians Are Naturally Predisposed to Alcohol" Each chapter deftly shows how these myths are rooted in the fears and prejudice of European settlers and in the larger political agendas of a settler state aimed at acquiring Indigenous land and tied to narratives of erasure and disappearance. Accessibly written and revelatory, "All the Real Indians Died Off" challenges readers to rethink what they have been taught about Native Americans and history.

**Against Meritocracy** Jo Little 2017-08-16 Meritocracy today involves the idea that whatever your social position at birth, society ought to offer enough opportunity and mobility for 'talent' to combine with 'effort' in order to 'rise to the top'. This idea is one of the most prevalent social and cultural tropes of our time, as palpable in the speeches of politicians as in popular culture. In this book Jo Little argues that meritocracy is the key cultural means of legitimation for contemporary neoliberal culture – and that whilst it promises opportunity, it in fact creates new forms of social division. *Against Meritocracy* is split into two parts. Part I explores the genealogies of meritocracy within social theory, political discourse and working cultures. It traces the dramatic U-turn in meritocracy's meaning, from socialist slur to a contemporary ideal of how a society should be organised. Part II uses a series of case studies to analyse the cultural pull of popular 'parables of progress', from reality TV to the super-rich and celebrity CEOs, from social media controversies to the rise of the 'mumpreneur'. Paying special attention to the role of gender, 'race' and class, this book provides new conceptualisations of the meaning of meritocracy in

contemporary culture and society.

**The McElderry Book of Greek Myths** Eric A. Kimmel 2008-02-05 The story of Pandora and her box, snake-haired Medusa, and the greedy King Midas are three of the twelve myths presented in a colorfully illustrated collection of Greek myths.

**Information is Beautiful** David McCandless 2009 A visual guide to the way the world really works Every day, every hour, every minute we are bombarded by information - from television, from newspapers, from the internet, we're steeped in it, maybe even lost in it. We need a new way to relate to it, to discover the beauty and the fun of information for information's sake. No dry facts, theories or statistics. Instead, *Information is Beautiful* contains visually stunning displays of information that blend the facts with their connections, their context and their relationships - making information meaningful, entertaining and beautiful. This is information like you have never seen it before - keeping text to a minimum and using unique visuals that offer a blueprint of modern life - a map of beautiful colour illustrations that are tactile to hold and easy to flick through but intriguing and engaging enough to study for hours.

**The Beauty Myth** Naomi Wolf 2013-08-31 The bestselling classic that redefined our view of the relationship between beauty and female identity . Every day, women around the world are confronted with a dilemma – how to look. In a society embroiled in a cult of female beauty and youthfulness, pressure on women to conform physically is constant and all-pervading. In this iconic, gripping and frank exposé, Naomi Wolf exposes the tyranny of the beauty myth through the ages and its oppressive function today, in the home and at work, in literature and the media, in relationships between men and women, between women and women. With pertinent and intelligent examples, she confronts the beauty industry and its advertising and uncovers the reasons why women are consumed by this destructive obsession. 'Essential reading' Guardian 'A smart, angry, insightful book, and a clarion call to freedom. Every woman should read it' Gloria Steinem

**The Myth of Sisyphus And Other Essays** Albert Camus 2012-10-31 One of the most influential works of this century, *The Myth of Sisyphus and Other Essays* is a crucial exposition of existentialist thought. Influenced by works such as *Don Juan* and the novels of Kafka, these essays begin with a meditation on suicide; the question of living or not living in a universe devoid of order or meaning. With lyric eloquence, Albert Camus brilliantly posits a way out of despair, reaffirming the value of personal existence, and the possibility of life lived with dignity and authenticity.

**Testosterone Rex: Myths of Sex, Science, and Society** Cordelia Fine 2017-01-24 "Beliefs about men and women are as old as humanity itself, but Fine's funny, spiky book gives reason to hope that we've heard Testosterone rex's last roar." —Annie Murphy Paul, *New York Times Book Review* Many people believe that, at its core, biological sex is a fundamental force in human development. According to this false-yet-familiar story, the divisions between men and women are in nature alone and not part of culture. Drawing on evolutionary science, psychology, neuroscience, endocrinology, and philosophy, *Testosterone Rex* disproves this ingrained myth and calls for a more equal society based on both sexes' full human potential.

**Allies and Enemies** Anne Maczulak 2010-07-08 Bacteria are invisible, mysterious, deadly, self-sufficient...and absolutely essential for all life, including yours. No other living things combine their elegant simplicity with their incredibly complex role: Bacteria keep us alive, supply our food, and regulate our biosphere. We can't live a day without them, and no chemical, antibiotic, or irradiation has ever successfully eradicated them. They're our partners, like it or not--even though some of them will happily kill us. *Allies and Enemies* tells the story of this amazing, intimate partnership. Authored by Anne Maczulak, a microbiologist who's hunted and worked with an extraordinary array of bacteria, this book offers a powerful new perspective on Earth's oldest creatures. You'll discover how bacteria work, how they evolve, their surprising contributions and uses, the roles they've played in human history, and why you can't survive without them. No form of life is more important, and in Maczulak's hands, none is more fascinating. Outlasted, outnumbered, outsmarted They've been here four billion years--and they even outnumber you in your own body How bacteria keep you alive... ..and how to keep them from killing you "Humans Defeat Germs!" But not for long... The Invisible Universe The stunning hidden relationships between bacteria and the rest of nature

**Did You Just Eat That?** Paul Dawson 2018-11-06 When it comes to food safety and germs, there are as many common questions as there are misconceptions. And yet there has never been a book that clearly examines the science behind these important issues--until now. In *Did You Just Eat That?* food scientists Paul Dawson and Brian Sheldon take readers into the lab to show, for example, how they determine the amount of bacteria that gets transferred by sharing utensils or how many microbes live on restaurant menus. The authors list their materials and methods (in case you want to replicate the experiments), guide us through their results, and offer in-depth explanations of good hygiene and microbiology. Written with candid humor and richly illustrated, this fascinating book will reveal surprising answers to the most frequently debated--and also the weirdest--questions about food and germs, sure to satisfy anyone who has ever wondered: should I really eat that?

**Science News** 2008

**The Smart Guide to Biology** Anne Maczulak 2014-09-01 Looks at how living organisms work, grow, and adapt and provides an overview of the fundamental concepts and processes.

**Adulthood Is a Myth** Sarah Andersen 2016-03-08 GOODREADS CHOICE AWARD WINNER FOR GRAPHIC NOVELS AND COMICS! These casually drawn, perfectly on-point comics by the hugely popular young artist Sarah Andersen are for the rest of us. They document the wasting of entire beautiful weekends on the internet, the unbearable agony of holding hands on the street with a gorgeous guy, and dreaming all day of getting home and back into pajamas. In other words, the horrors and awkwardnesses of young modern life. Oh and they are totally not autobiographical. At all. *Adulthood Is a Myth* presents many fan favorites plus dozens of all-new comics exclusive to this book. Sarah's frankness on personal issues like body image, self-consciousness, introversion, relationships, and the frequency of bra-washing makes her comics highly relatable and deeply hilarious, showcasing how she became one of the most influential voices in web cartoonists.

**You're Paid What You're Worth** Jake Rosenfeld 2021-01-19 Setting wages isn't an exact science, but we like to think that our workplace performance provides an objective basis for pay. You're Paid What You're Worth offers a bold theory to the contrary, arguing that pay is decided in contests over interests and ideals--that social conflicts, not economic metrics, determine who gets how much.

**Do People Really Have Tiny Insects Living in Their Eyelashes?** Melissa Stewart 2017-08-01 Your mouth contains more bacteria than a dog's. Money is covered with germs that can make you sick. The germs in a sneeze travel only an arm's length. You may have heard these common sayings or beliefs before. But are they really true? Can they be proven through research? Let's investigate seventeen statements about the microscopic world and find out which ones are right, which ones are wrong, and which ones stump even the experts! Find out whether millions of tiny creatures are living under your bed! Discover whether bacteria cause the common cold! See if you can tell the difference between fact and fiction with *Is That a Fact?*

**The Shareholder Value Myth** Lynn Stout 2012-05-07 An in-depth look at the trouble with shareholder value thinking and at better options for models of corporate purpose. Executives, investors, and the business press routinely chant the mantra that corporations are required to "maximize shareholder value." In this pathbreaking book, renowned corporate expert Lynn Stout debunks the myth that corporate law mandates shareholder primacy. Stout shows how shareholder value thinking endangers not only investors but the rest of us as well, leading managers to focus myopically on short-term earnings; discouraging investment and innovation; harming employees, customers, and communities; and causing companies to indulge in reckless, sociopathic, and irresponsible behaviors. And she looks at new models of corporate purpose that better serve the needs of investors, corporations, and society. "A must-read for managers, directors, and policymakers interested in getting America back in the business of creating real value for the long term." —Constance E. Bagley, professor, Yale School of Management; president, Academy of Legal Studies in Business; and author of *Managers and the Legal Environment* and *Winning Legally* "A compelling call for radically changing the way business is done... The Shareholder Value Myth powerfully demonstrates both the dangers of the shareholder value rule and the falseness of its alleged legal necessity." —Joel Bakan, professor, The University of British Columbia, and author of the book and film *The Corporation* "Lynn Stout has a keen mind, a sharp pen, and an unbending sense of fearlessness. Her book is a must-read for anyone interested in understanding the root causes of the current financial calamity." —Jack Willoughby, senior editor, *Barron's* "Lynn Stout offers a new vision of good corporate governance that serves investors, firms, and the American economy." —Judy Samuelson, executive director, Business and Society Program, The Aspen Institute

**Word Myths** David Wilton 2008-11-06 Do you "know" that posh comes from an acronym meaning "port out, starboard home"? That "the whole nine yards" comes from (pick one) the length of a WWII gunner's belt; the amount of fabric needed to make a kilt; a sarcastic football expression? That Chicago is called "The Windy City" because of the bloviating habits of its politicians, and not the breeze off the lake? If so, you need this book. David Wilton debunks the most persistently wrong word histories, and gives, to the best of our actual knowledge, the real stories behind these perennially mis-etymologized words. In addition, he explains why these wrong stories are created, disseminated, and persist, even after being corrected time and time again. What makes us cling to these stories, when the truth behind these words and phrases is available, for the most part, at any library or on the Internet? Arranged by chapters, this book avoids a dry A-Z format. Chapters separate misetymologies by kind, including The Perils of Political Correctness (picnics have nothing to do with lynchings), Posh, Phat Pommies (the problems of bacronyming--the desire to make every word into an acronym), and CANOE (which stands for the Conspiracy to Attribute Nautical Origins to Everything). *Word Myths* corrects long-held and far-flung examples of wrong etymologies, without taking the fun out of etymology itself. It's the best of both worlds: not only do you learn the many wrong stories behind these words, you also learn why and how they are created--and what the real story is.

*Women's Health* 2007-10 *Womens Health* magazine speaks to every aspect of a woman's life including health, fitness, nutrition, emotional well-being, sex and relationships, beauty and style.

**The Diet Myth** Tim Spector 2015-05-14 Fully updated throughout and with a new foreword for this edition. Why do most diets fail? Why does one person eat a certain meal and gain weight, while another eating the same meal loses pounds? Why, despite all the advice about what to eat, are we all still getting fatter? The answers are much more surprising - and fascinating - than we've been led to believe. The key to health and weight loss lies not in the latest fad diet, nor even in the simple mantra of 'eat less, exercise more', but in the microbes already inside us. Drawing on the latest science and his own pioneering research, Professor Tim Spector demystifies the common misconceptions about fat, calories, vitamins and nutrients. Only by understanding what makes our own personal microbes tick can we overcome the confusion of modern nutrition, and achieve a healthy gut and a healthy body.

**50 Great Myths of Popular Psychology** Scott O. Lilienfeld 2011-09-15 *50 Great Myths of Popular Psychology* uses popular myths as a vehicle for helping students and laypersons to distinguish science from pseudoscience. Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology Explores topics that readers will relate to, but often misunderstand, such as 'opposites attract', 'people use only 10% of their brains', and 'handwriting reveals your personality' Provides a 'mythbusting kit' for evaluating folk psychology claims in everyday life Teaches essential critical thinking skills through detailed discussions of each myth Includes over 200 additional psychological myths for readers to explore Contains an Appendix of useful Web Sites for examining psychological myths Features a postscript of remarkable psychological findings that sound like myths but that are true Engaging and accessible writing style that appeals to students and lay readers alike

**Inclined to Liberty** Louis E. Carabini 2008

**The Little Book of Market Myths** Kenneth L. Fisher 2013-01-29 Exposes the truth about common investing myths and misconceptions and shows you how the truth shall set you free—to reap greater long-term and short-term gains Everybody knows that a strong dollar equals a strong economy, bonds are safer than stocks, gold is a safe investment and that high PEs signal high risk...right? While such "common-sense" rules of thumb may work for a time as investment strategies, as New York Times and Wall Street Journal bestselling author, Ken Fisher, vividly demonstrates in this wise, informative, wholly entertaining new book, they'll always let you down in the long run. Ken exposes some of the most common—and deadly—myths investors swear by, and he demonstrates why the rules-of-thumb approach to investing may be robbing you of the kinds returns you hope for. Dubbed by Investment Advisor magazine one of the 30 most influential individuals of the last three decades, Fisher is Chairman, and CEO of a global money management firm with over \$32 billion under management Fisher's Forbes column, "Portfolio Strategy," has been an extremely popular fixture in Forbes for more than a quarter century thanks to his many high-profile calls Brings together the best "bunks" by Wall Street's Master Debunker in a fun, easy-to-digest, bite-size format More than just a list of myths, Fisher meticulously explains of why each commonly held belief or strategy is dead wrong and how damaging it can be to your financial health Armed with this book, investors can immediately identify major errors they may be committing and adjust their strategies for greater investing success

**Shattering the Myths of Darwinism** Richard Milton 2017-04-13 Compelling evidence that the most important assumptions on which Darwinism rests are scientifically wrong. The controversial best-seller that sent Oxford University and Nature magazine into a frenzy. Shattering the Myths of Darwinism exposes the gaping holes in an ideology that has reigned unchallenged over the scientific world for a century. Darwinism is considered to be hard fact, the only acceptable explanation for the formation of life on Earth, but with keen insight and objectivity Richard Milton reveals that the theory totters atop a shambles of outdated and circumstantial evidence which in any less controversial field would have been questioned long ago. Sticking to the facts at hand and tackling a vast array of topics, Shattering the Myths of Darwinism offers compelling evidence that the theory of evolution has become an act of faith rather than a functioning science, and that not until the scientific method is applied to it and the right questions are asked will we ever get true answers to the mystery of life on Earth.

**Newton's Apple and Other Myths about Science** Ronald L. Numbers 2015-11-04 A falling apple inspired the law of gravity—or so the story goes. Is it true? Perhaps not. But why do such stories endure as explanations of how science happens? Newton's Apple and Other Myths about Science brushes away popular misconceptions to provide a clearer picture of scientific breakthroughs from ancient times to the present.

**The Five-Second Rule and Other Myths About Germs** Anne E. Maczulak 2007-11-09 Challenges popular misconceptions about bacteria, viruses, mold, and other germ sources, discussing the "five-second rule" and household cleaners to food-preparation practices and anthrax scares and offering advice effective sanitation practices.

**The Purity Myth** Jessica Valenti 2009-03-24 From the bestselling author of Sex Object, a searing investigation into American culture's obsession with virginity, and the argument for creating a future where women and girls are valued for more than sexuality The United States is obsessed with virginity--from the media to schools to government agencies. In The Purity Myth, Jessica Valenti argues that the country's intense focus on chastity is damaging to young women. Through in-depth cultural and social analysis, Valenti reveals that powerful messaging on both extremes--ranging from abstinence-only curriculum to "Girls Gone Wild" infomercials--place a young woman's worth entirely on her sexuality. Morals are therefore linked purely to sexual behavior, rather than values like honesty, kindness, and altruism. Valenti sheds light on the value--and hypocrisy--around the notion that girls remain virgins until they're married by putting into context the historical question of purity, modern abstinence-only education, pornography, and public punishments for those who dare to have sex. The Purity Myth presents a revolutionary argument that girls and women are overly valued for their sexuality, as well as solutions for a future without a damaging emphasis on virginity.

**Lobsters Scream When You Boil Them** Bruce Weinstein 2011-07-12 Is the five-second rule for real? Will eating carrots improve your eyesight? Is your cookware a health hazard? Do spicy foods cool you down? Has your grandmother been lying to you all these years? No, no, no, no, and . . . probably. In this entertaining and informative reference guide, award-winning cookbook authors Bruce Weinstein and Mark Scarbrough take on more than one hundred popular kitchen myths and dish up answers to all your burning questions about food science and lore. No longer must you wait for your butter to reach room temperature before you bake or panic because you forgot to soak your dried beans for dinner. This handy book explains how knowing the truth behind these urban legends can help you be a better chef in your own home and offers twenty-five delicious recipes so you can practice. Whether you're a serious foodie, an avid dieter, a trivia lover, or are just searching for the secret to the perfect cup of coffee, Lobsters Scream When You Boil Them is essential countertop reading and a whole lot of fun.

**Good to Great** Jim Collins 2011-07-19 The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected

set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

*Thinking, Fast and Slow* Daniel Kahneman 2011-10-25 Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's *The Undoing Project: A Friendship That Changed Our Minds* In the international bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, *Thinking, Fast and Slow* is destined to be a classic.

**The Motivation Myth** Jeff Haden 2018-01-09 From Inc.com's most popular columnist, a counterintuitive--but highly practical--guide to finding and maintaining the motivation to achieve great things. It's comforting to imagine that superstars in their fields were just born better equipped than the rest of us. When a co-worker loses 20 pounds, or a friend runs a marathon while completing a huge project at work, we assume they have more grit, more willpower, more innate talent, and above all, more motivation to see their goals through. But that's not actually true, as popular Inc.com columnist Jeff Haden proves. "Motivation" as we know it is a myth. Motivation isn't the special sauce that we require at the beginning of any major change. In fact, motivation is a result of process, not a cause. Understanding this will change the way you approach any obstacle or big goal. Haden shows us how to reframe our thinking about the relationship of motivation to success. He meets us at our level--at the beginning of any big goal we have for our lives, a little anxious and unsure about our way forward, a little burned by self help books and strategies that have failed us in the past—and offers practical advice that anyone can use to stop stalling and start working on those dreams. Haden takes the mystery out of accomplishment, proving that success isn't about spiritual awakening or a lightning bolt of inspiration --as Tony Robbins and adherents of *The Secret* believe--but instead, about clear and repeatable processes. Using his own advice, Haden has consistently drawn 2 million readers a month to his posts, completed a 107-mile long mountain bike race, and lost 10 pounds in a month. Success isn't for the uniquely-qualified; it's possible for any person who understands the true nature of motivation. Jeff Haden can help you transcend average and make lasting positive change in your life.