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Good Luck: Creating the Conditions for Success in Life and Business Alex Rovira, Author, Fernando Trias de Bes, Author Jossey-Bass \$24.95 (144p) ISBN 978-0-7879-7607-1 Buy this book

Good Luck is a whimsical fable that teaches a valuable lesson: good luck doesn't just come your way—it's up to you to create the conditions to bring yourself good luck. Written by Alex Rovira and Fernando Trias de Bes—two leading marketing consultants—this simple tale is universally applicable and uniquely inspirational. Good Luck tells the touching story of two old men, Max and Jim, who meet by chance in Central Park fifty years after they last saw each other as children. Max achieved great success in life; Jim sadly did not. The secret to Max's success lies in a story his grandfather told him long ago. This story within a story has a tone reminiscent of the classic *The Alchemist* and shows how to seize opportunity and achieve success in life. In a surprise ending, Good Luck comes full circle, offering the reader inspiration, instruction, and an engaging tale.

"Good luck isn't just chance, it can be learned and leveraged, and *The Serendipity Mindset* explains how to use serendipity to make life better at work, at home—everywhere. Most of us think that the important decisions and events in our lives happen by chance, that they're out of our control. Often we think that successful people—and successful companies and organizations—are simply luckier than the rest of us. Good fortune—serendipity—just seems to happen to them. But is that true? Are some people naturally luckier than others? Or are they better at creating the conditions for coincidence to arise and taking advantage of them when they do? How can we connect the dots of seemingly random events to improve our lives? In *The Serendipity Mindset*, Christian Busch explains that serendipity isn't

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about luck in the sense of randomness. It's about seeing what others don't, combining these observations in unexpected and strategic ways, and learning how to detect the moments when apparently random or unconnected ideas merge to form new opportunities. Busch explores serendipity from a rational and scientific perspective and argues that there are identifiable approaches we can use to improve the conditions to let serendipity grow in our lives. The Serendipity Mindset offers a clear, engaging blueprint for how individuals, families, communities, and businesses can cultivate serendipity to increase innovation and influence. Drawing from the latest research in biology, chemistry, physics, management, and information systems, and using examples of people from all walks of life, Busch illustrates how serendipity works, in the process explaining how each of us can train our own serendipity muscle to use this powerful force in our own lives. Once we understand how serendipity works, Busch says, we become curators of it and luck is no longer something that just happens to us—it becomes a force that we can grasp, shape, and hone" --

Starting a business is hard. Most people fail, but it doesn't have to be that way. Of the millions of people who start their own small businesses, about 20 percent fail in their first year and 50 percent fail in their fifth year. While many factors can affect a business's success, one central issue can doom it from the get-go—asking what instead of who. It may be instinctive to ask What should I sell? or What should I build? when, instead, you should be asking who. As in, who should I serve? The who is the foundation upon which all other things can solidly be built. In his #1 national best-seller Ask, Ryan Levesque, founder and CEO of The ASK Method Company, shared the method he used to successfully enter 23 different markets online. But he didn't reveal how he chose those markets in the first place. In Choose, Levesque demystifies that secret process, taking you through his three-tiered method to brainstorm, test, and choose the right market so you can find the right who that needs to be served and ultimately decide what business to start. You will learn to evaluate your business idea in an iterative traffic-light framework of red (no), yellow (caution), and green (yes) and use worksheets, checklists, tests, and other bonus materials to support you through your entrepreneurial journey. Levesque will transform your approach to choosing your market and starting your business, taking you from feeling overwhelm and uncertainty to exuding clarity and confidence.

Creator and host of the podcast The Gratitude Diaries and New York Times bestselling author Janice Kaplan examines the phenomenon of luck—and discovers the exciting ways you can grab opportunities and make luck for yourself every day. After spending a year researching and experiencing gratitude for The Gratitude Diaries, Janice Kaplan is back to tackle another big, mysterious influence in all our lives: luck. And this time she's joined on her journey by coauthor Dr. Barnaby Marsh, a renowned academic who guides her exploration. Together they uncover the unexpected, little-understood science behind what we call "luck," proving that many seemingly random events are actually under your—and everyone's—control. They examine the factors that made stars like Harrison Ford and Jonathan Groff so successful, and learn the real secrets that made Kate Spade and Warby Parker into global brands. Using original research, fascinating studies, and engaging interviews, Kaplan and Marsh reveal the simple techniques to create luck in love and marriage, business and career, and health, happiness, and family relationships. Their breakthrough insights prove that all of us—from CEOs to stay-at-home moms—can tip the scales of fortune in our favor. Through a mix of scientific research, conversations with famous and successful people—from academics like Dan Ariely and Leonard Mlodinow to actor Josh Groban—and powerful narrative, How Luck Happens uncovers a fascinating subject in accessible and entertaining style.

Summers and Watson show you just how to be lucky, always, demonstrating what has gone wrong in the past and outlining what you need to know for the future. As well as extensive research, the authors of this book draw on their personal experiences both professionally and personally, to bring you a book crammed full of practical tips on how to turn the tide of your luck. The Book of Luck shows how we can all increase our lucky breaks. It also shows how to turn the tide in areas

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where luck in the past may have gone against us. It includes a Luck Questionnaire that enables you to check how lucky you already are - and to check your progress as your luck increases. · Control-Ability · Stick-Ability · Risk-Ability · Sense-Ability · Socia-Ability · Percept-Ability · Person-Ability · Case Studies · Luck in Your Business

Luck touches us all. "Why me?" we complain when things go wrong—though seldom when things go right. But although luck has a firm hold on all our lives, we seldom reflect on it in a cogent, concerted way. In *Luck*, one of our most eminent philosophers offers a realistic view of the nature and operation of luck to help us come to sensible terms with life in a chaotic world. Differentiating luck from fate (inexorable destiny) and fortune (mere chance), Nicholas Rescher weaves a colorful tapestry of historical examples, from the use of lots in the Old and New Testaments to Thomas Gataker's treatise of 1619 on the great English lottery of 1612, from casino gambling to playing the stock market. Because we are creatures of limited knowledge who do and must make decisions in the light of incomplete information, Rescher argues, we are inevitably at the mercy of luck. It behooves us to learn more about it.

A guide to getting luck on your side As the pace of change accelerates and the volume of information explodes, we're under great pressure to connect just in time with the people and ideas we need to thrive. But we can no longer plan our way to success—there will always be factors beyond our control. This uncertainty, however, cultivates one of today's key drivers of success: serendipity. More than blind luck, serendipity can produce quantifiable results: breakthrough ideas, relationships that matter, effortless cooperation, synchronized market timing, and more. *Get Lucky* shows businesses how to succeed by fostering the conditions for serendipity to occur early and often. It distills planned serendipity into eight key elements: preparedness, motion, activation, attraction, connection, commitment, porosity, and divergence. Features stories of serendipity in action at well-known companies including Avon, Target, Steelcase, Google, Facebook, Walmart, and more. Written by serial entrepreneurs and cofounders of GetSatisfaction, a breakout platform for online customer service communities with over 100,000 clients. Planned serendipity is not an abstract, magical notion, but a practical skill. *Get Lucky* is the indispensable resource for anyone who wants to learn this skill and to make serendipity work for them.

Networking guru Susan RoAne shows readers how to exploit chance to create a bigger network of contacts, friends, and acquaintances—the key to new life opportunities. In *How to Create Your Own Luck*, she reveals the eight traits of successful people who make their own luck, rather than wait for it. Filled with engaging and instructive stories of real people who've turned serendipity into success, her book focuses on the eight counterintuitive traits that they all have in common, including talking to strangers, making small talk, dropping names, and even eavesdropping. This handy, real-world guide reveals the practical ways that anyone can create their own luck—opening up new opportunities in every aspect of life.

“ *The Joy Luck Club* is one of my favorite books. From the moment I first started reading it, I knew it was going to be incredible. For me, it was one of those once-in-a-lifetime reading experiences that you cherish forever. It inspired me as a writer and still remains hugely inspirational. ” —Kevin Kwan, author of *Crazy Rich Asians* Amy Tan's beloved, New York Times bestselling tale of mothers and daughters. Four mothers, four daughters, four families whose histories shift with the four winds depending on who's "saying" the stories. In 1949 four Chinese women, recent immigrants to San Francisco, begin meeting to eat dim sum, play mahjong, and talk. United in shared unspeakable loss and hope, they call themselves the Joy Luck Club. Rather than sink into tragedy, they choose to gather to raise their spirits and money. "To despair was to wish back for something already lost. Or to prolong what was already unbearable." Forty years later the stories and history continue. With wit and sensitivity, Amy Tan examines the sometimes painful, often tender, and always deep connection between mothers and daughters.

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As each woman reveals her secrets, trying to unravel the truth about her life, the strings become more tangled, more entwined. Mothers boast or despair over daughters, and daughters roll their eyes even as they feel the inextricable tightening of their matriarchal ties. Tan is an astute storyteller, enticing readers to immerse themselves into these lives of complexity and mystery.

Every student can achieve and excel if given the opportunity! This book will inspire legions of students to stretch and realise their potential. It tells the inspiring story of an underachieving 13-year-old 's rise to become among the top 1% of students in the National University of Singapore, and earn a place on the Dean 's List every consecutive year for outstanding academic achievements. Adam shares with readers the skills and success strategies of his personal journey, in simple and clear terms, with exercises to help train others in his techniques. It is the perfect book for students, parents, educators and anyone who wants to enhance his or her brainpower

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