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How would you like to succeed in business and master investment by profiting in untapped areas that the masses know nothing about? Uncommon Sense guides you to unique, little-known and commonly misunderstood strategies that generate lasting revenue and sustained results by going against the tide. In this book you'll discover: - How to assess real value, understand the hidden motives of the media and see through hype. - Real business investing models such as hybridizing and super-specialisation which will enable you to invest securely and profitably. - Understand the popular misconceptions, schemes, traps and truths which part you from your money - and learn how to defend yourself against them and secure lasting wealth. Essential reading for investors, innovators and entrepreneurs, Uncommon Sense provides a balanced, insightful and inspiring toolkit for making smart decisions in investing and business.

Discover the intriguing development of science and the scientific process while examining how it has often been hindered as well as advanced by misconceptions.

Opportunities are limitless and abundant. The problem is, many people can't recognise them. It can feel like opportunity doesn't knock for you, or other people get more opportunities, or you have bad luck and timing. You just need to know where to look. How to ask. When to ACT. Opportunity can be a window or a door; sometimes it opens right in front of you and sometimes it knocks. You need to be ready: windows, doors and eyes open. Are you waiting for that once-in-a-lifetime or business opportunity to change your life? How will you know when it comes? How will you be sure it's right for you? This book is not about waiting for an opportunity. It's a book containing strategies that can be employed immediately, ensuring you attract opportunities abundantly, both big and small, and you're ready to recognise and take them. To turn ideas into opportunities. Successful people often make their own luck - they find success because they have trained their minds to recognise great opportunities and make the most of them, rather than freezing with uncertainty or lacking the vision to see them through. They know the opportunity cost of not taking them. In this book you'll learn how to spot, seize and implement the right opportunities, and how to say NO to the wrong ones. You'll learn to take fast and slow opportunities. When opportunity appears you'll be ready to take advantage, seize the day, and win at life.

This is a book for managers who know that their organisations are stuck in a mindset that thrives on fashionable business theories that are no more than folk wisdom, and whose so-called strategies that are little more than banal wish lists. It puts forward the notion that the application of uncommon sense - thinking or acting differently from other organisations in a way that makes unusual sense - is the secret to competitive success. For those who want to succeed and stand out from the herd this book is a beacon of uncommon sense and a timely antidote to managerial humbug.

Question everything ? and become a better investor in the process Uncommon Sense takes readers on a four-century journey; from the dawn of public share ownership (in 1602) right up to today. But this is not simply a history book. It's a book for serious investors. Along the

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way it reveals the fascinating stories, the market characters and the important financial developments that have sculpted the thinking behind the value investor's craft. Blended throughout the narrative Kemp delivers an array of interesting anecdotes and rock solid logic regarding what works when investing in the stock market, what doesn't, and why. Early in the 20th Century, Charles Dow remarked of Wall Street Operators that 'the more they actually know, the less confident they become.' Continuing in the tradition of that simple, elegant statement, this enlightening and entertaining book will have you thinking, acting and succeeding on your own in your investment endeavours. Learn to question conventional wisdom at every turn and develop a healthy skepticism as you plan your own investment strategies Develop a rich understanding of the stock valuation process Discover the methods that have been used by successful investors from the dawn of the modern stock market (in 1602) right up to today Learn how to interact simply and successfully with markets that are vastly complex and largely inexplicable Uncommon Sense will have you questioning and doubting much that's stated about stock market investing, then developing your own winning strategy based on reason and understanding.

A simple and contemporary introduction to the vital teachings of Vedanta--what it is, isn't, and how to understand it.

A groundbreaking guide to improve teaching based on the latest research in neuroscience, from the bestselling author of A Mind for Numbers. Neuroscientists and cognitive scientists have made enormous strides in understanding the brain and how we learn, but little of that insight has filtered down to the way teachers teach. Uncommon Sense Teaching applies this research to the classroom for teachers, parents, and anyone interested in improving education. Topics include: * keeping students motivated and engaged, especially with online learning * helping students remember information long-term, so it isn't immediately forgotten after a test * how to teach inclusively in a diverse classroom where students have a wide range of abilities Drawing on research findings as well as the authors' combined decades of experience in the classroom, Uncommon Sense Teaching equips readers with the tools to enhance their teaching, whether they're seasoned professionals or parents trying to offer extra support for their children's education.

Most people believe that science arose as a natural end-product of our innate intelligence and curiosity, as an inevitable stage in human intellectual development. But physicist and educator Alan Cromer disputes this belief. Cromer argues that science is not the natural unfolding of human potential, but the invention of a particular culture, Greece, in a particular historical period. Indeed, far from being natural, scientific thinking goes so far against the grain of conventional human thought that if it hadn't been discovered in Greece, it might not have been discovered at all. In Uncommon Sense, Alan Cromer develops the argument that science represents a radically new and different way of thinking. Using Piaget's stages of intellectual development, he shows that conventional thinking remains mired in subjective, "egocentric" ways of looking at the world--most people even today still believe in astrology, ESP, UFOs, ghosts and other paranormal phenomena--a mode of thought that science has outgrown. He provides a fascinating explanation of why science began in

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Greece, contrasting the Greek practice of debate to the Judaic reliance on prophets for acquiring knowledge. Other factors, such as a maritime economy and wandering scholars (both of which prevented parochialism) and an essentially literary religion not dominated by priests, also promoted in Greece an objective, analytical way of thinking not found elsewhere in the ancient world. He examines India and China and explains why science could not develop in either country. In China, for instance, astronomy served only the state, and the private study of astronomy was forbidden. Cromer also provides a perceptive account of science in Renaissance Europe and of figures such as Copernicus, Galileo, and Newton. Along the way, Cromer touches on many intriguing topics, arguing, for instance, that much of science is essential complete; there are no new elements yet to be discovered. He debunks the vaunted SETI (Search for Extraterrestrial Intelligence) project, which costs taxpayers millions each year, showing that physical limits--such as the melting point of metal--put an absolute limit on the speed of space travel, making trips to even the nearest star all but impossible. Finally, Cromer discusses the deplorable state of science education in America and suggests several provocative innovations to improve high school education, including a radical proposal to give all students an intensive eighth and ninth year program, eliminating the last two years of high school. Uncommon Sense is an illuminating look at science, filled with provocative observations. Whether challenging Thomas Kuhn's theory of scientific revolutions, or extolling the virtues of Euclid's Elements, Alan Cromer is always insightful, outspoken, and refreshingly original.

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