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Get this from a library! Your customer creation equation : unexpected website formulas of the conversion scientist. [Brian Massey] -- "Brian Massey, The Conversion Scientist, takes the mystery out of how to create high-performing sites. By walking the reader through five online formulas - aka customer creation equations - he shows ...

Finally-a book that shows marketers how to truly achieve real results from their websites. Brian Massey, *The Conversion Scientist*, takes the mystery out of how to create high-performing sites. By walking the reader through five online formulas-aka "customer creation equations"-he shows you how to determine the best formula your own particular business structure and how to optimize it for stellar results. Key to this process is setting up a "digital conversion lab," and Brian shows you how. Jam-packed with easy-to-understand equations for things like increasing your conversion rate and decreasing your abandonment rate-as well as practical strategies for attracting prospects, turning buyers into triers, and morphing buyers into loyal brand advocates-this book will enable anyone to stop hoping for success and start enjoying higher profits. *The Advanced Curriculum in Visitor Studies* gives readers additional guidance on how to really understand their targets and customers-an understanding that is at the heart of all successful websites, and businesses, everywhere.

A sweeping, richly detailed history that tells the fascinating story of how paper—the simple Chinese invention of two thousand years ago—wrapped itself around our world, humankind's most momentous ideas imprinted on its surface. The emergence of paper in the imperial court of Han China brought about a revolution in the transmission of knowledge and ideas, allowing religions, philosophies and propaganda to spread with ever greater ease. The first writing surface sufficiently cheap, portable and printable for books, pamphlets and journals to be mass-produced and distributed widely, paper opened the way for an unprecedented, ongoing dialogue between individuals and between communities across continents, oceans and time. *The Paper Trail* explores how the new substance was used to solidify social and political systems that influenced China even into our own time. We see how paper made possible the spread of the then new religions of Buddhism and Manichaeism into Japan, Korea and Vietnam . . . how it enabled theologians, scientists and artists to build the vast and signally intellectual empire of the Abbasid Caliphate and embed the Koran in popular culture . . . how paper was carried along the Silk Road by merchants and missionaries, finally reaching Europe in the late thirteenth century . . . and how, once established in Europe, along with the printing press, paper played an essential role in the three great foundations of Western modernity: the Renaissance, the Reformation and the Scientific Revolution. Here is a dramatic, comprehensively researched, vividly written story populated by holy men and scholars, warriors and poets, rulers and ordinary men and women—an essential story brilliantly told in this luminous work of history.

NEW YORK TIMES BEST SELLER □ The epic story of the greatest quest in all of science—the holy grail of physics that would explain the creation of the universe—from renowned theoretical physicist and author of *The Future of the Mind* and *The Future of Humanity* When Newton discovered the law of gravity, he unified the rules governing the heavens and the Earth. Since then, physicists have been placing new forces into ever-grander theories. But perhaps the ultimate challenge is achieving a monumental synthesis of the two remaining theories—relativity and the quantum theory. This would be the crowning achievement of science, a profound merging of all the forces of nature into one beautiful, magnificent equation to unlock the deepest mysteries in science: What happened before the Big Bang? What lies on the other side of a black hole? Are there other universes and dimensions? Is time travel possible? Why are we here? Kaku also explains the intense controversy swirling around this theory, with Nobel laureates taking opposite sides on this vital question. It is a captivating, gripping story; what's at stake is nothing less than our conception of the universe. Written with Kaku's trademark enthusiasm and clarity, this epic and engaging journey is the story of *The God Equation*.

An award-winning science writer introduces us to mathematics using the extraordinary equation that unites five of mathematics' most important numbers Bertrand Russell wrote that mathematics can exalt "as surely as poetry." This is especially true of one equation: $e^{i\pi} + 1 = 0$, the brainchild of Leonhard Euler, the Mozart of mathematics. More than two centuries after Euler's death, it is still regarded as a conceptual diamond of unsurpassed beauty. Called Euler's identity or God's equation, it includes just five numbers but represents an astonishing revelation of hidden connections. It ties together everything from basic arithmetic to compound interest, the circumference of a circle, trigonometry, calculus, and even infinity. In David Stipp's hands, Euler's identity formula becomes a contemplative stroll through the glories of mathematics. The result is an ode to this magical field.

In *The Leverage Equation: How to Work Less, Make More, and Cut 30 Years Off Your Retirement Plan*, former hedge fund manager and five-time author Todd Tresidder unpacks the principles, strategies, and tools you need to grow your wealth in time to get the most out of it.

For millennia, shamans and philosophers, believers and nonbelievers, artists and scientists have tried to make sense of our existence by suggesting that everything is connected, that a mysterious Oneness binds us to everything else. People go to temples, churches, mosques, and synagogues to pray to their divine incarnation of Oneness. Following a surprisingly similar notion, scientists have long asserted that under Nature's apparent complexity there is a simpler underlying reality. In its modern incarnation, this Theory of Everything would unite the physical laws governing very large bodies (Einstein's theory of relativity) and those governing tiny ones (quantum mechanics) into a single framework. But despite the brave efforts of many powerful minds, the Theory of Everything remains elusive. It turns out that the universe is not elegant. It is gloriously messy. Overturning more than twenty-five centuries of scientific thought, award-winning physicist Marcelo Gleiser argues that this quest for a Theory of Everything is fundamentally misguided, and he explains the volcanic implications this ideological shift has for humankind. All the evidence points to a scenario in which everything emerges from fundamental imperfections, primordial asymmetries in matter and time, cataclysmic accidents in Earth's early life, and duplication errors in the genetic code. Imbalance spurs creation. Without asymmetries and imperfections, the universe would be filled with nothing but smooth radiation. *A Tear at the Edge of Creation* calls for nothing less than a new "humancentrism" to reflect our position in the universal order. All life, but intelligent life in particular, is a rare and precious accident. Our presence here has no meaning outside of itself, but it does have meaning. The unplanned complexity of humankind is all the more beautiful for its improbability. It's time for science to let go of the old aesthetic that labels perfection beautiful and holds that

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"beauty is truth." It's time to look at the evidence without centuries of monotheistic baggage. In this lucid, down-to-earth narrative, Gleiser walks us through the basic and cutting-edge science that fueled his own transformation from unifier to doubter—a fascinating scientific quest that led him to a new understanding of what it is to be human.

A journey through a land where Milo learns the importance of words and numbers provides a cure for his boredom.

#1 NEW YORK TIMES BESTSELLER If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In *Zero to One*, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. *Zero to One* presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

A renowned cognitive psychologist reveals the science behind achieving breakthrough discoveries, allowing readers to confidently solve problems, improve decision-making, and achieve success. Insights-like Darwin's understanding of the way evolution actually works, and Watson and Crick's breakthrough discoveries about the structure of DNA-can change the world. Yet we know very little about when, why, or how insights are formed-or what blocks them. In *Seeing What Others Don't*, Gary Klein unravels the mystery. Klein is a keen observer of people in their natural settings-scientists, businesspeople, firefighters, police officers, soldiers, family members, friends, himself-and uses a marvelous variety of stories to illuminate his research into what insights are and how they happen. What, for example, enabled Harry Markopolos to put the finger on Bernie Madoff? How did Dr. Michael Gottlieb make the connections between different patients that allowed him to publish the first announcement of the AIDS epidemic? How did Martin Chalfie come up with a million-dollar idea (and a Nobel Prize) for a natural flashlight that enabled researchers to look inside living organisms to watch biological processes in action? Klein also dissects impediments to insight, such as when organizations claim to value employee creativity and to encourage breakthroughs but in reality block disruptive ideas and prioritize avoidance of mistakes. Or when information technology systems are "dumb by design" and block potential discoveries. Both scientifically sophisticated and fun to read, *Seeing What Others Don't* shows that insight is not just a "eureka!" moment but a whole new way of understanding.

In this "powerful personal story woven with a rich analysis of what we all seek" (Sergey Brin, cofounder of Google), Mo Gawdat, Chief Business Officer at Google's [X], applies his superior logic and problem solving skills to understand how the brain processes joy and sadness—and then he solves for happy. In 2001 Mo Gawdat realized that despite his incredible success, he was desperately unhappy. A lifelong learner, he attacked the problem as an engineer would: examining all the provable facts and scrupulously applying logic. Eventually, his countless hours of research and science proved successful, and he discovered the equation for permanent happiness. Thirteen years later, Mo's algorithm would be put to the ultimate test. After the sudden death of his son, Ali, Mo and his family turned to his equation—and it saved them from despair. In dealing with the horrible loss, Mo found his mission: he would pull off the type of "moonshot" goal that he and his colleagues were always aiming for—he would share his equation with the world and help as many people as possible become happier. In *Solve for Happy* Mo questions some of the most fundamental aspects of our existence, shares the underlying reasons for suffering, and plots out a step-by-step process for achieving lifelong happiness and enduring contentment. He shows us how to view life through a clear lens, teaching us how to dispel the illusions that cloud our thinking; overcome the brain's blind spots; and embrace five ultimate truths. No matter what obstacles we face, what burdens we bear, what trials we've experienced, we can all be content with our present situation and optimistic about the future.

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