



## 12th Annual Summer Reading List

*Whether you're reading on an iPad, Kindle, Nook or just old-fashioned paper, here are four titles to curl up with this summer.*

**Join the Club - How Peer Pressure Can Transform the World**, by Tina Rosenberg (W.W. Norton & Co., Inc. 2011)

"Never doubt that a small group of thoughtful, committed citizens can change the world," said Margaret Mead. Tina Rosenberg would undoubtedly agree, but her new book makes you wonder if those "thoughtful, committed" citizens are really just worried what everyone else in the group is thinking about them.

In *Join the Club*, Rosenberg, a Pulitzer Prize winning journalist, studies the dynamics of small groups and finds a key to larger social change. If you want people to adopt healthier behaviors, do better in school, live closer to God, or even overthrow a government, she contends, just get them into groups and peer pressure will do the rest.



Okay, it's not quite that simple, but Rosenberg is an excellent reporter, and as she digs up example after example from around the globe, she makes a compelling case. If social change is your goal, *Join the Club* may help you see new ways to start small but still get big results.

(To listen to my interview with Tina Rosenberg, click [here](#).)

**Alone Together**, by Sherry Turkle (Basic Books 2011)

Sherry Turkle's book is a valuable contribution to the growing literature of The Age of Too Much Information. If you're familiar with books such as *Data Smog*, *The Attention Economy*, or *Media Unlimited*, all of

July 2011

### Your Summer Reading List

4 cool books to get you through a hot summer

### How to Improve Your Webinars

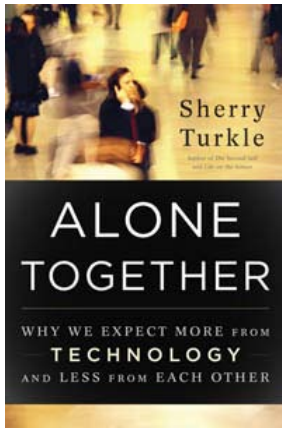
The secret is inside your radio



## About Us

*free-range thinking* is written by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free publications, and to learn more about our work, please visit [www.agoodmanonline.com](http://www.agoodmanonline.com) and [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

To reach Andy directly, please



which meditate on life in a data-cluttered world, you'll be in familiar territory with *Alone Together*.

Turkle is more concerned with how technology (such as robots) and the Internet are changing us, remolding us in *their* image instead of bending to our needs. Her vision isn't quite as dystopian as a Terminator movie, but the book's subtitle ("Why We Expect More from Technology and Less from Each Other") gives you a sense of Turkle's pessimistic point of view.

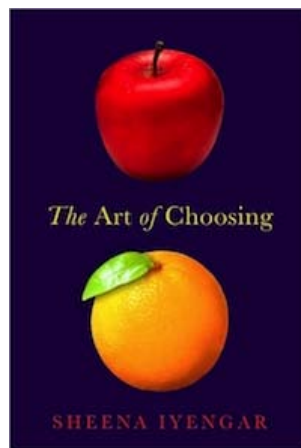
Admittedly, as someone who stood in line at 6am to get the first iPad, I have a particular fascination with this subject, and I won't say this book is for everyone. On the other hand, if effective communication begins by understanding your audience, it's worth considering how millions of people are subtly changed every day by the phones in their pockets, the websites they frequent, and the gadgets they buy.

(To watch Sherry Turkle's TED Talk about her book, click [here](#).)

**The Art of Choosing**, by Sheena Iyengar (Hachette Book Group 2010)

You may not recognize Sheena Iyengar's name, but you've probably heard of her famous experiment involving jars of jam. Iyengar and her fellow researchers set up tasting tables at supermarkets in Menlo Park to see if the number of jars customers had to choose from would affect their desire to (a) sample the jams and (b) buy some to take home.

As the number of jars open for free sampling increased from 6 to 24, so did the number of customers clustering around for complimentary tastes. At the same time, however, the number of buyers *decreased*, leading Iyengar to conclude that a wider range of choices (and more "information") was discouraging decisive action.



This study has always fascinated me, and it's a taste (forgive the pun) of what Iyengar covers in her book. If you've enjoyed books such as *How We Decide*, *Nudge*, and *Blink*, Iyengar's *The Art of Choosing* is a worthwhile addition to your library.

(To read an excerpt and see Sheena Iyengar talk about her book, click [here](#).)

call (323) 464-3956 or send an email to [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com).



FOLLOW ME ON TWITTER



To subscribe to this newsletter, [click here](#). To unsubscribe, [click here](#).



**a goodman**

GOOD IDEAS FOR GOOD CAUSES

**a goodman**

444 North Larchmont Blvd.,

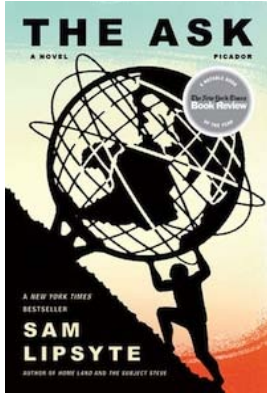
Suite 102

Los Angeles, CA 90004

323.464.3956

**The Ask**, by Sam Lipsyte (Farrar, Straus and Giroux 2010)

If fundraising is part of your job, you like to (or need to) laugh, and you prefer a little fiction in your summer mix, then *The Ask* is for you. Sam Lipsyte's darkly comic novel chronicles the long, strange trip of Milo Burke, a development officer for an institution of higher learning he cynically calls "The Mediocre University at New York."



Burke is not very good at his job - in fact, he's just been fired - but when a prospective donor appears on the scene and specifically requests that Burke handle his gift, our hero is given a chance to redeem himself. I won't reveal any more of the plot, but I will assure you that there are laughs and surprises along

the way, and if you're looking for a diverting read - and perhaps a bit of Schadenfreudian fun - visit your local bookstore and ask for *The Ask*.

#### Some notable books previously recommended here:

- *Everybody Helps, Everybody Wins* ([October 2010](#))
- *The Golden Theme* ([December 2010](#))
- *How to Shoot Video That Doesn't Suck* ([June 2011](#))

[^ back to top](#)

---

## How To Improve Your Webinars

***Join our "Webinar on Webinars" July 29th and find out why a good webinar may be more like talk radio than anything else.***

When I first started attending webinars, I was probably just as bored as you. But as the host/teacher droned on, I started to notice a few things. Having worked in talk radio earlier in my career, I started to see distinct similarities between the webinar format and a talk radio show.

Later on, as I began developing webinars to teach at The Goodman Center, I incorporated some of the principles that have been proven to make talk radio engaging. As a result, our webinars receive consistently high marks, and good causes that frequently conduct webinars of their own have asked me to teach these techniques to them.



We've condensed those lessons into a one-hour class open to the public. In ***The Webinar on Webinars*** you'll learn:

- How to keep participants engaged from beginning to end
- The fine details of creating a good online experience
- How to use your two assets (voices and visuals) to maximum advantage
- What we learned from talk radio that makes webinars even better

To learn more about ***The Webinar on Webinars*** and to register online for our July 29th class (11a-12n PT, 2-3p ET), click [here](#).

[^ back to top](#)