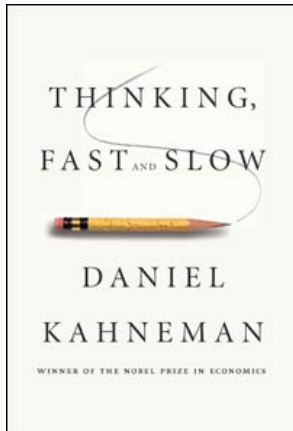




## 13th Annual Summer Reading List

***As the weather warms and your work schedule eases (hopefully), here are some books to consider packing for your summer vacation.***

***Thinking, Fast and Slow*** by Daniel Kahneman (Farrar, Straus & Giroux 2011)



If Jonah Lehrer's *How We Decide* or Malcolm Gladwell's *Blink* is already on your bookshelf, Kahneman's *Thinking, Fast and Slow* deserves a place as well. Like Lehrer and Gladwell, Kahneman - a winner of the Nobel Prize in Economics - investigates how our minds work, and he arrives at a similar conclusion.

When it comes to making decisions, Kahneman writes, we work quickly and intuitively - what he terms "System 1" thinking. As a result, our decisions are often impulsive and driven by emotions. Only later, when we have more time to reflect, do the more contemplative and

objective faculties (System 2) get involved. In those moments, our brains create the rationale we use to convince ourselves that our decision was completely thought through.

For anyone in the business of moving public opinion and changing behavior, *Thinking, Fast and Slow* is full of useful insights that can inform and improve the way you communicate. In fact, if you read only one work-related book this summer, this is my pick.

July 2012

### Your Summer Reading List

Nonfiction picks for nonprofit readers

### Last Chance to Register

Online summer classes start July 17



## About Us

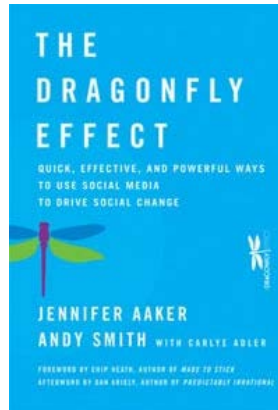
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email to  
[andy@agoodmanonline.com](mailto:andy@agoodmanonline.com).

***The Dragonfly Effect***, by Jennifer Aaker and Andy Smith (Jossey-Bass 2010)

If you're looking for a book to guide you through the thicket of social media, there are plenty of choices these days, but I don't think anybody does it better than Aaker and Smith in *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*.



Want specifics on how to write more compelling email? It's here. Want to know how Obama used LinkedIn to court voters outside his base? They've got the details. Want to improve your presence on Facebook and Twitter? Yup, got both of those covered, too. And far from being a dry, step-by-step manual, *The Dragonfly Effect* is full of [case studies](#) and first-person accounts that bring the advice to life and make the entire book a compelling read.

If you want a good overview of how social media are reshaping our world, read Clay Shirky's *Here Comes Everybody*. If you want to be one of the organizations doing the reshaping, read *The Dragonfly Effect*.

***Imagine: How Creativity Works***, by Jonah Lehrer (Houghton Mifflin Harcourt 2012)

Full disclosure: I'm a Jonah Lehrer fan. I'm constantly recommending his previous book, *How We Decide*, to colleagues and friends, and I sat in the audience transfixed when Lehrer talked about his newest book at the Grantmakers for Effective Organizations conference in Seattle in March.

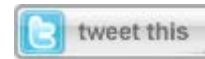


*Imagine: How Creativity Works* is a fascinating investigation into where new and different ideas come from, whether for a Bob Dylan song, a Proctor & Gamble cleaning product, or just about anything in between. If you're a believer in brainstorming, prepare yourself for a shock, however, because Lehrer makes a strong case against this widely practiced form of idea generation. (As a practitioner myself, I wasn't entirely convinced to abandon the technique, but Lehrer offers some alternative idea-creation strategies worth considering.)

*Imagine* is available as an audio book read by the author himself, and that's how I "read" it. I now realize there is a difference between listening to someone speak at a conference for an hour (see "transfixed" above), as opposed to listening to him read his own words for 250 pages. Opt for the hard copy (or ebook).



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Some notable books previously reviewed here:

- *How to Shoot Video That Doesn't Suck* ([June 2011](#))
- *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries* ([January 2012](#))
- *Wired for Story* ([May 2012](#))

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## Last Chance to Register for Summer Classes

**Online courses in strategic communications, presenting skills, and conducting better webinars begin July 17.**

**Strategic Communications: Cutting Through the Clutter** shows how three classic public interest campaigns engaged and motivated their target audiences and achieved remarkable results. In reviewing these success stories, we'll cover:

- The basics of framing
- Message creation and delivery
- An easy-to-use template for campaign design



Classes will be held on July 17th and 24th from 11a-12n PT (2-3p ET) each day. Learn more and register online at [The Goodman Center](#).

**Why Bad Presentations Happens to Good Causes** is a two-hour online class designed to help presenters at all levels, from newbies to seasoned veterans. Curriculum in this webinar includes:

- The three most common characteristics of excellent presentations
- The five most frequent mistakes (and how to avoid them)
- How to structure presentations to ensure your audience learns more
- Why PowerPoint should never be used as a presentation and a handout
- Techniques to help you deliver talks with greater confidence



Classes will be held on July 19th and 20th from 11a-12n PT (2-3p Eastern) each day. Learn more and register online at [The Goodman Center](#).

**The Webinar on Webinars** is a one-hour class on July 27th from 11a-12n PT (2- 3p Eastern) that will teach you:

- 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 else we learned from talk radio that makes webinars even better



You can learn more and register online at [The Goodman Center](#).

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