

SPRING PROGRAM 2020 Business Lectures

th February

Meditations

by Marcus Aurelius

Free Entry & Members only

The Art of War

by Sun Tzu

Free Entry & Members only

th February

Critical Thinking

by Jocko Babin and Ray Manson

Free Entry & Members only

rd April Range

by David Epstein

Free Entry & Members only

Storytelling with Data

by Cole Nussbaumer

Free Entry & Members only

th May

Applied Artificial

Intelligence

by Mariya Yao, Marlene Jia and Adelyn Zhou

Free Entry & Members only

The 7 habits of highly effective people

by Stephen R. Covey

Free Entry & Members only

Leading Change

by John P. Kotter

Free Entry & Members only





06.02 Meditation by Marcus Aurelius

For anyone who struggles to reconcile the demands of leadership with a concern for personal integrity and spiritual well-being, 'Meditations' remains as relevant now as it was two thousand years ago.

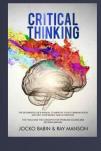
Not a business book, but a book about the attributes and characteristics humans should – and certainly leaders – should cultivate. 2000 years old philosophy, but more relevant than ever. Written in Greek by an intellectual Roman emperor without any intention of publication, the Meditations of Marcus Aurelius offer a wide range of fascinating spiritual reflections and exercises developed as the leader struggled to understand himself and make sense of the universe.



27.02 Critical Thinking by Jocko Babin and Ray Manson

Decision making is part of every person on a daily basis. Every day, in every aspect of life, you must make a decision or solve a problem. To arrive effectively at the best conclusions, you need a very important skill called critical thinking. The secret to making productive decisions at the workplace, school, home, and so forth is applying the process of critical thinking.

This book gives you a detailed approach to critical thinking into your day-to-day life and how to make the best decisions. Critical thinking is very important in organizations in helping them serve their clients in the best way possible, manage their staff, and run their networks efficiently. The book discusses critical thinking in organizations and how it is beneficial to them.

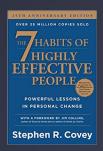


12.03 Storytelling with data by Cole Nussbaumer

Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story.

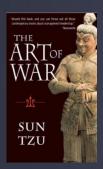
The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story





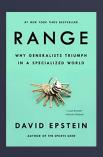
26.03 7 Habits of highly effective people by Stephen R. Covey

The 7 Habits of Highly Effective People" presents an approach to effectiveness based on character and principles. The first three habits indeed deal with yourself because it all starts with you. The first three habits move you from dependence from the world to the independence of making your own world. Habits 4, 5 and 6 are about people and relationships. These will move you from independence to interdependence. Such as, learning to cooperate to achieve more than you could have by yourself. The last habit, habit number 7, focuses on continuous growth and improvement.



03.04 The art of war by Sun Tzu

Compiled more than two thousand years ago by a mysterious warrior-philosopher, The Art of War is still perhaps the most prestigious and influential book of strategy in the world, as eagerly studied in Asia by modern politicians and executives as it has been by military leaders since ancient times. As a study of the anatomy of organizations in conflict, The Art of War applies to competition and conflict in general, on every level from the interpersonal to the international. Its aim is invincibility, victory without battle, and unassailable strength through understanding the physics, politics, and psychology of conflict.

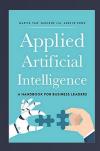


23.04 Range by David Epstein

David Epstein examined the world's most successful athletes, artists, musicians, inventors, forecasters and scientists. He discovered that in most fields—especially those that are complex and unpredictable—generalists, not specialists, are primed to excel. Generalists often find their path late, and they juggle many interests rather than focusing on one. They're also more creative, more agile, and able to make connections their more specialized peers can't see.

As experts silo themselves further while computers master more of the skills once reserved for highly focused humans, people who think broadly and embrace diverse experiences and perspectives will increasingly thrive.





14.05 Applied Artificial intelligence by Mariya Yao, Marlene Jia and Adelyn Zhou

for leaders and managers charged with making change initiatives work.

The writers teach you how to lead successful Al initiatives by prioritizing the right opportunities, building a diverse team of experts, conducting strategic experiments, and consciously designing your solutions to benefit both your organization and society as a whole. This book is focused on helping you drive concrete business decisions through applications of artificial intelligence and machine learning. Written with the combined knowledge of three experts in the field, Applied Artificial Intelligence is the best practical guide for business leaders looking to get true value from the adoption of machine learning technology.



28.05 Leading Change by John P. Kotter

Needed more today than at any time in the past, this bestselling business book serves as both visionary guide and practical toolkit on how to approach the difficult yet crucial work of leading change in any type of organization.

John Kotter's now-legendary eight-step process for managing change with positive results has become the foundation for leaders and organizations across the globe. By outlining the process every organization must go through to achieve its goals, and by identifying where and how even top performers derail during the change process, Kotter provides a practical resource

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