

## Who Moved My Cheese Large Print Edition

One of the all-time bestselling books on time management, *The Time Trap* has shown countless readers how to squeeze the optimal efficiency--and satisfaction--out of their work day. This much-needed guide provides the quick solutions you need to be more effective with your time and avoid and escape the so-called "time savers" that don't really work. Backed by decades of research with businesspeople around the world, authors Pat Nickerson and Alec Mackenzie explain how to: set realistic goals and make commitments they can keep; juggle multiple demands; estimate time needed on new tasks; pinpoint and combat the most tenacious time wasters; protect priorities; and upgrade personal productivity for professional success. Plus, the fourth edition has been extensively revised to include technology-based solutions to the challenges and opportunities we all face in the virtual world. Filled with smart tactics, revealing interviews, and handy time management tools, *The Time Trap* is your go-to resource for leveraging twenty-first century opportunities and overcoming challenges to maximizing your work time.

In the medieval Castilian village of Guzmán (population: 80), villagers have gathered for centuries in the 'telling room' to share stories and drink the local wine. It was here, in the summer of 2000, that Michael Paterniti found himself listening to a compelling tale about a cheese made from an ancient family recipe that was reputed to be among the finest in the world. Until, Ambrosio said, things had gone horribly wrong. Hooked on the story, Paterniti relocated his young family to the tiny hilltop village to find out more. But like many Spanish villages, Guzmán was rife with gossip and old feuds, secret alliances and plotted vengeance and before long Paterniti was sucked into the heart of an unfolding mystery. When he learned that the cheesemaker had apparently plotted to murder his closest friend, the village began to spill its long-held secrets, and Paterniti found himself implicated in ways he never expected ...

**NEW YORK TIMES BESTSELLER** "I come from a family forged by tragedies and bound by a remarkable, unbreakable love," Hunter Biden writes in this deeply moving memoir of addiction, loss, and survival. When he was two years old, Hunter Biden was badly injured in a car accident that killed his mother and baby sister. In 2015, he suffered the devastating loss of his beloved big brother, Beau, who died of brain cancer at the age of forty-six. These hardships were compounded by the collapse of his marriage and a years-long battle with drug and alcohol addiction. In *Beautiful Things*, Hunter recounts his descent into substance abuse and his tortuous path to sobriety. The story ends with where Hunter is today—a sober married man with a new baby, finally able to appreciate the beautiful things in life.

Relates a highly meaningful parable intended to help one deal with change quickly and prevail, offering readers a simple way to progress in their work and lives

Every day organizations around the world launch change initiatives designed to improve the status quo. Yet 50 to 70 percent of these change efforts fail. So, who or what is killing change? That's what you'll find out in this witty whodunit.

When the Taliban took control of Kabul, Kamila Sidiqi and all the women of Kabul saw their lives transformed. Overnight, they were banned from schools and offices and even forbidden from leaving their front doors on their own. The economy collapsed and young men left the city in search of work and security. Desperate to help her family and support her five brothers and sisters at home, Kamila began sewing clothes in her living room. Little did she know that the tailoring business she started to help her siblings would be the beginning of a dressmaking business that would create jobs and hope for one hundred neighbourhood women and would come to mean the difference between starvation and survival for hundreds of families like her own.

Follows the progress of a hungry caterpillar as he eats his way through a varied and very large quantity of food until, full at last, he forms a cocoon around himself and goes to sleep, only to emerge as a beautiful butterfly. Read by the author.

Before there was Lois Lowry's *The Giver* or M. T. Anderson's *Feed*, there was Robert Cormier's *I Am the Cheese*, a subversive classic that broke new ground for YA literature. A boy's search for his father becomes a desperate journey to unlock a secret past. But the past must not be remembered if the boy is to survive. As he searches for the truth that hovers at the edge of his mind, the boy—and readers—arrive at a shattering conclusion. "An absorbing, even brilliant job. The book is assembled in mosaic fashion: a tiny chip here, a chip there. . . . Everything is related to something else; everything builds and builds to a fearsome climax. . . . [Cormier] has the knack of making horror out of the ordinary, as the masters of suspense know how to do."—*The New York Times Book Review* "A horrifying tale of government corruption, espionage, and counter espionage told by an innocent young victim. . . . The buildup of suspense is terrific."—*School Library Journal*, starred review *An ALA Notable Children's Book* *A School Library Journal Best Book of the Year* *A Horn Book Fanfare* *A Library of Congress Children's Book of the Year* *A Colorado Blue Spruce Young Adult Book Award Nominee*

This invaluable book shows how teachers, despite the many difficulties they face in today's school systems, can make an important contribution to their students' lives and educations. Johnson and Johnson describe how the use of Goal Setting, Praising, and Recovery reinforces self-esteem and creates a new kind of learning process that will become lifelong. *The One Minute Teacher* reveals simple, positive ways to Discover and instill the love of learning Foster success and achievement Feel more confident and happy Bring out the best in ourselves and others Practical, wise, and useful in dozens of everyday situations, *The One Minute Teacher* is essential reading for anyone who teaches and anyone who learns. More than eleven million copies of Dr. Johnson's books are in use in twenty-four languages.

"Eye-opening, thought-provoking, and enlightening." —*USA Today* "An indispensable guide to the business logic of the networked era." —Clay Shirky, author of *Here Comes Everybody* "A

stimulating exercise in thinking really, really big.” —San Jose Mercury News What Would Google Do? is an indispensable manual for survival and success in today’s internet-driven marketplace. By “reverse engineering the fastest growing company in the history of the world,” author Jeff Jarvis, proprietor of Buzzmachine.com, one of the Web’s most widely respected media blogs, offers indispensable strategies for solving the toughest new problems facing businesses today. With a new afterword from the author, What Would Google Do? is the business book that every leader or potential leader in every industry must read.

Parody Who Cut the Cheese? is a parable (Latin for "terrible parody") in which four characters must find a way through a maze in their hunt for "Cheese." But please keep in mind that this cheese is actually symbolic of the things that we all want out of life: success and self-confidence, a nice house, a loving marital relationship, perfect children, a loyal dog, indoor plumbing, good Chinese food, several million tax-free dollars, and red-hot sex with multiple partners. The "Maze" in this story is symbolic of the twisting, turning, confusing, mugger-filled blind alleys of Your Life. More important, since you're being compared to a rat in this book, the whole "Maze" analogy works like a charm. When you come to see the "Psychobabble on the Wall," you can discover for yourself how to deal with change and how to find the Cheese that will make your life joyous and fulfilling. Failing that, feel free to take crayons and color in all the pictures. It's fun, it's therapeutic, and it will make it impossible for you to return this book for a refund. "From the Hardcover edition."

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. \*By reading this summary, you will discover how to deal with change in a positive way in your professional and personal life in order to remain dynamic and never let yourself be overwhelmed by events. \*You will also discover that : the way you perceive change influences the way you deal with it; it is possible to see change positively regardless of your personality; when viewed positively, change can become a real driving force; the solution to your professional and personal problems can be found in the exploration of new horizons; change is not to be feared but to be anticipated. \*Feeling lost in life is a feeling that everyone can experience at some point. A company going bankrupt, a couple going under... are all events that everyone can find themselves facing one day. However, through this fable imagined by the author, you will learn that a solution exists. It is within you and is only waiting for your courage to be implemented. \*Buy now the summary of this book for the modest price of a cup of coffee!

Who Moved My CheeseRandom House

'Most men are not fully alive' is the dramatic opening to Steve Biddulph's bestseller, Manhood, which has now been fully revised and updated in this 2015 edition. Exploring two critical social issues: how to establish a healthy masculinity and how men can release themselves from suffocating and outdated social moulds, Biddulph addresses the problems and possibilities confronting men in their daily lives. Women have found the book to be a profoundly moving and revealing read, while men acquire recognition and a sense of hope that life can be different. Topics include: - Your relationship with your father - Getting sex right - Being a true dad - Real male friends - Finding a job with heart This edition has been revised and updated to meet the needs of younger men, who are struggling with these issues in the twenty-first century.

With more than twenty - five million copies in print, Who Moved My Cheese? has become a phenomenon. It does offer some reasonable advice about adapting to change. It's certainly true that some of the events shaping our lives are beyond our control, and instead of struggling against them we must adapt and move on. But for all its good intentions, ..

An award-winning trainer draws on experience with such top athletes as Michael Jordan, Kobe Bryant and Ken Griffey, Jr. to explain how to tap dark competitive reflexes in order to succeed regardless of circumstances, explaining the importance of finding internal resources and harnessing the power of personal fears and instincts.

A Simon & Schuster eBook. Simon & Schuster has a great book for every reader.

You read the famous cheese book and digested its message. Perhaps it even moved you. Now here's your chance for a fresh perspective, an opportunity to understand cheese from the bottom up.

Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again.Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

"Yes" or "No," from the #1 New York Times bestselling author Spencer Johnson, presents a brilliant and practical system anyone can use to make better decisions, soon and often -- both at work and in personal life. The "Yes" or "No" System lets us: focus on real needs, versus mere wants create better options see the likely consequences of choices and identify and then use our own integrity, intuition, and insight to gain peace of mind, self-confidence, and freedom from fear

By best-selling co-author of The One Minute Manager and author of Who Moved My Cheese?, this book shows how to bring out the best in yourself in a time-starved world. Life is lived minute by minute. Does time seem too precious to lavish on yourself? Using his world-famous One Minute programme, number one bestselling author Dr Spencer Johnson reveals easy ways to bring out the best in yourself. - Reduce stress at work and at home - Enjoy a sense of peace and balance - Have more business and personal success - Take better care of yourself and encourage others to do the same With the practical wisdom that characterises all of his books, Dr Johnson shows how stopping and taking a minute out of the day can make life more meaningful and enjoyable - for you and those near you. Spencer Johnson is an internationally bestselling author whose books have helped millions of people discover healthier lifestyles with more success and less stress.

A new edition based on the timeless business classic—updated to help today’s readers succeed more quickly in a rapidly changing world. For decades, The One Minute Manager® has helped millions achieve more successful professional and personal lives. While the principles it lays out are timeless, our world has changed drastically since the book’s publication. The exponential rise of technology, global flattening of markets, instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now, Ken Blanchard and Spencer Johnson have written The New One Minute Manager to introduce the book’s powerful, important lessons

to a new generation. In their concise, easy-to-read story, they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a young man looking for an effective manager is more relevant and useful than ever.

If you were a mouse trapped in a maze and someone kept moving the cheese, what would you do? Over a decade ago the bestselling business fable *Who Moved My Cheese?* offered its answer to this question: accept that change is inevitable and beyond your control, don't waste your time wondering why things are the way they are, keep your head down and start looking for the cheese. But success in the areas of innovation, entrepreneurship, creativity, leadership, and business growth—as well as personal growth—depends on the ability to push the boundaries, reshape the environment, and play by a different set of rules: our own. With that in mind, Harvard Business School professor Deepak Malhotra offers a radically different answer to this question. Malhotra tells an inspiring story about three unique and adventurous mice—Max, Big, and Zed—who refuse to accept their reality as given. As we watch their lives unfold and intersect, we discover that instead of just blindly chasing after the cheese, each of us has the ability to escape the maze or even reconfigure it to our liking. In the face of established practices, traditional ideas, scarce resources, and the powerful demands or expectations of others, we often underestimate our ability to control our own destiny and overcome the constraints we face—or think we face. *I Moved Your Cheese* reminds us that we can create the new circumstances and realities we want, but first we must discard the often deeply ingrained notion that we are nothing more than mice in someone else's maze. As Zed explains, "You see, Max, the problem is not that the mouse is in the maze, but that the maze is in the mouse."

“A.G. Lafley Has Made Procter And Gamble Great Again”&mdash;Economist “Ram Charan Is The Most Influential Consultant Alive”&mdash;Fortune Magazine How To Increase And Sustain Organic Revenue And Profit Growth&mdash;Whether You’re Running An Entire Company Or In Your First Management Job. Over The Past Seven Years, Procter & Gamble Has Tripled Profits; Hugely Improved Organic Revenue Growth, Cash Flow, And Operating Margins; And Significantly Boosted Dividends. How? A. G. Lafley And His Leadership Team Have Integrated Innovation Into Everything Procter & Gamble Does&mdash;Creating New Customers And New Markets. Through Eye-Opening Stories A. G. Lafley And Ram Charan Show How P&G And Companies Such As Nokia, Lego, And Ge Have Become Game-Changers. Their Inspiring Lessons Will Help You Achieve Higher Growth And Higher Margins, Tap In To Abundant Creativity Outside Your Business, Manage Risk And Integrate Innovation Into Your Decision-Making. In A World Of Unprecedented Change And Competitiveness, Innovation Is The Best&mdash;And Arguably The Only&mdash;Way To Win. Innovation Is Not A Separate Activity, But The Job Of Everyone In A Leadership Position And The Integral Driving Force For Any Business That Wants To Grow And Succeed. This Is A Game-Changing Book That Helps You Redefine Your Leadership.

A government reeling from a mismanaged war in the Crimea risks further embarrassment with the threat of rebellion in India. Ruth Hewitt's husband is posted to India, commanding a convoy of reinforcements. She works with the doctor on his frigate as an informal medical practitioner. Ruth provides medical care to the troops fighting the rebels in India but hears that an act of Parliament will shortly ban her, and all women, from medical practice. Their small column of Queen's Troops march south to destroy an enemy who greatly outnumber them. Ruth comes to rely heavily on the son of the Bombay superintendent who has been sent to protect her. As fears grow for their survival Ruth knows her gratitude to him has evolved into a passionate love. If she survives can she rebuild her professional and personal life and at what price to her happiness?

The debut cookbook by the creator of the wildly popular blog *Damn Delicious* proves that quick and easy doesn't have to mean boring. Blogger Chungah Rhee has attracted millions of devoted fans with recipes that are undeniable 'keepers'-each one so simple, so easy, and so flavor-packed, that you reach for them busy night after busy night. In *Damn Delicious*, she shares exclusive new recipes as well as her most beloved dishes, all designed to bring fun and excitement into everyday cooking. From five-ingredient Mini Deep Dish Pizzas to no-fuss Sheet Pan Steak & Veggies and 20-minute Spaghetti Carbonara, the recipes will help even the most inexperienced cooks spend less time in the kitchen and more time around the table. Packed with quickie breakfasts, 30-minute skillet sprints, and speedy takeout copycats, this cookbook is guaranteed to inspire readers to whip up fast, healthy, homemade meals that are truly 'damn delicious!'

*Who Cut the Cheese?* uses a delightful little fable to encapsulate the fundamental rule of modern American management and the new economy: "Survive change by shifting blame." The fable revolves around two malevolent rats and two spiteful "Punypeople" who find themselves trapped together in a maze, fighting over a dwindling supply of constantly moving cheese. Some characters adapt readily to this treacherous, shifting environment -- blaming the weak and overpowering the helpless. Others perish in horror, praying for death. Read this book and live! Written for all ages, the story can be understood by even the youngest reader: The "maze" is a metaphor for life, and the "cheese" is a metaphor for whatever you desire in life -- be it worldly goods, spiritual well-being, or unspeakable sexual encounters too deviant even for the Internet. The more advanced reader will also understand the secondary message of the book: "Resistance is futile." As soon as change happens, we must accept it immediately or suffer the consequences. This heavy-handed lesson is designed to engender unquestioning obedience to authority, and makes the book an ideal gift for subordinates. Large companies would be well advised to give this book to each and every one of their employees, especially if they are considering a restructuring to bolster shareholder value. Extremely short, even including illustrations, the story takes less than an hour to read, but its unsettling conclusions on the nature of humanity should last a lifetime!

With over 2.5 million copies sold worldwide, *Who Moved My Cheese?* is a simple parable that reveals profound truths. It is the amusing and enlightening story of four characters who live in a maze and look for cheese to nourish them and make them happy. Cheese is a metaphor for what you want to have in life, for example a good job, a loving relationship, money or possessions, health or spiritual peace of mind. The maze is where you look for what you want, perhaps the organisation you work in, or the family or community you live in. The problem is that the cheese keeps moving. In the story, the characters are faced with unexpected change in their search for the cheese. One of them eventually deals with change successfully and writes what he has learned on the maze walls for you to discover. You'll learn how to anticipate, adapt to and enjoy change and be

ready to change quickly whenever you need to. Discover the secret of the writing on the wall for yourself and enjoy less stress and more success in your work and life. Written for all ages, this story takes less than an hour to read, but its unique insights will last a lifetime. Spencer Johnson, MD, is one of the world's leading authors of inspirational writing. He has written many New York Times bestsellers, including the worldwide phenomenon *Who Moved My Cheese?* and, with Kenneth Blanchard, *The One Minute Manager*. His works have become cultural touchstones and are available in 40 languages.

From the #1 New York Times bestselling author of *Who Moved My Cheese?*, a brilliant new parable that shows readers how to stay calm and successful, even in the most challenging of environments. A young man lives unhappily in a valley. One day he meets an old man who lives on a mountain peak. At first the young man doesn't realize that he is talking to one of the most peaceful and successful people in the world. But in the course of further encounters and conversations, the young man comes to understand that he can apply the old man's remarkable principles and practical tools to his own life to change it for the better. Spencer Johnson knows how to tell a deceptively simple story that teaches deep lessons. *The One Minute Manager* (co-written with Ken Blanchard) sold 15 million copies and stayed on the New York Times bestseller list for more than twenty years. Since it was published a decade ago, *Who Moved My Cheese?* has sold more than 25 million copies. In fact there are more than 46 million copies of Spencer Johnson's books in print, in forty-seven languages—and with today's economic uncertainty, his new book could not be more relevant. Pithy, wise, and empowering, *Peaks and Valleys* is clearly destined to become another Spencer Johnson classic.

'An optimistic, accessible way to start thinking about change' - Financial Times *Who Moved My Cheese?* offered millions of readers relief for an evergreen problem: unanticipated and unwelcome change. Now its long-awaited sequel digs deeper, to show how readers can adapt their beliefs and achieve better results in any field. Johnson's theme is that all of our accomplishments are due to our beliefs: whether we're confident or insecure, cynical or positive, open-minded or inflexible. But it's difficult to change your beliefs - and with them, your outcomes. Find out how Hem, Haw, and the other characters from *Who Moved My Cheese?* deal with this challenge.

Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In *How Big Is Your God?* Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God.

Presents the author's parable about change framed in a story about a group of high school friends trying to handle change in their lives.

This concise and brilliantly readable parable can teach you how to live in the present and reset your approach to life to achieve happiness and contentment. From the multimillion-bestselling author of *WHO MOVED MY CHEESE?* and perfect for fans of Derren Brown, Mark Manson and Glennon Doyle. What Readers are saying: \*\*\*\*\* - 'A wonderful book which makes you appreciate life and what we have.' \*\*\*\*\* - 'I have certainly found a way that might help me to find my purpose in life and regain my enthusiasm again.' \*\*\*\*\* - 'What a great little book... makes you feel good all the way through. I feel so much better already with issues at work.' \*\*\*\*\* For over two decades, Spencer Johnson has been inspiring and entertaining millions with his simple, yet insightful stories of work and life that speak directly to the heart and soul. *THE PRESENT* is an engaging story of a young man's journey to adulthood, and his search for The Present, a mysterious and elusive gift he first hears about from a great old man. Later, when the young boy becomes a young man, disillusioned with his work and his life, he returns to ask the old man, once again, to help him find The Present. The old man responds, 'Only you have the power to find The Present for yourself.' So the young man embarks on a tireless search for the secret to his personal happiness and business acumen. It is only after the young man has searched high and low and given up his relentless pursuit that he relaxes and discovers The Present - and all the promises it offers. *THE PRESENT* will help you focus on what will make you happy and successful in your work and in your personal life. Like the young man, you may find that it is the best gift you can ever give yourself...

Ten invaluable Friction Factors allow readers to manage, calm, and control all the egomaniacs in their lives and turn disastrous situations into positive results by following strategies Joel Epstein has mastered.

This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and "chief" problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? "Adapt or die." Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, "open management" challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the "Social Generation" of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will

now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Over 5 Million Copies Sold! Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. A powerful parable that will help you see your life and work in a new way. It's a rainy day in Seattle, and on the third floor of First Guarantee Financial, people have stopped believing they can make a difference. To new manager Mary Jane Ramirez, the challenge of bringing life back to her unenthusiastic and unmotivated team seems impossible, until she discovers an incredibly successful workplace down the street where the employees are so alive and passionate that people stop just to watch them work! FISH! is the remarkable story of what happens when Mary Jane seeks the help of these unlikely business "experts" and learns their secret: four simple practices that, when applied daily, help anyone to be more energized, effective, and fulfilled. Filled with inspiration and timeless wisdom that will resonate with anyone in any field or career level, it's easy to see why FISH! is one of the most popular business parables of all time. People in organizations around the world use its practical lessons to improve customer service, build trust and teamwork, bolster leadership, and increase employee satisfaction. They also use the lessons to strengthen personal relationships, fulfill lifelong dreams, and realize their ambitions. FISH! will help you discover the amazing power that is already inside you to make a positive difference-wherever you are in life. Based on a bestselling ChartHouse training video which has been adopted by corporations including Southwest Airlines, Sprint, and Nordstrom.

In this newly released edition of one of his classic books, *The One Minute Sales Person*, Spencer Johnson, the author of the number one New York Times bestseller *Who Moved My Cheese?*, shows you how to sell your ideas, products, or services successfully! This is the book that has proved to be a must-have for the millions of people who were looking for the quickest way to improve their selling skills. In these changing times, Spencer Johnson, coauthor of *The One Minute Manager*®, shows you how the phenomenal One Minute® methods can bring real and lasting sales success with the least amount of time and effort. You will learn how to enjoy your job and your life more as you discover the effective secrets of "self-management," the integrity of "selling on purpose," and the liberating "wonderful paradox" of helping others get what they want so you can get what you need. *The One Minute Sales Person* is a clear, easy and invaluable guide that works for both you and the people you sell to, for your financial prosperity and personal well-being. In short, it is a classic Spencer Johnson bestseller that can help you enjoy more success with less stress.

In *The Genome Odyssey*, Dr. Euan Ashley, Stanford professor of medicine and genetics, brings the breakthroughs of precision medicine to vivid life through the real diagnostic journeys of his patients and the tireless efforts of his fellow doctors and scientists as they hunt to prevent, predict, and beat disease. Since the Human Genome Project was completed in 2003, the price of genome sequencing has dropped at a staggering rate. It's as if the price of a Ferrari went from \$350,000 to a mere forty cents. Through breakthroughs made by Dr. Ashley's team at Stanford and other dedicated groups around the world, analyzing the human genome has decreased from a heroic multibillion dollar effort to a single clinical test costing less than \$1,000. For the first time we have within our grasp the ability to predict our genetic future, to diagnose and prevent disease before it begins, and to decode what it really means to be human. In *The Genome Odyssey*, Dr. Ashley details the medicine behind genome sequencing with clarity and accessibility. More than that, with passion for his subject and compassion for his patients, he introduces readers to the dynamic group of researchers and doctor detectives who hunt for answers, and to the pioneering patients who open up their lives to the medical community during their search for diagnoses and cures. He describes how he led the team that was the first to analyze and interpret a complete human genome, how they broke genome speed records to diagnose and treat a newborn baby girl whose heart stopped five times on the first day of her life, and how they found a boy with tumors growing inside his heart and traced the cause to a missing piece of his genome. These patients inspire Dr. Ashley and his team as they work to expand the boundaries of our medical capabilities and to envision a future where genome sequencing is available for all, where medicine can be tailored to treat specific diseases and to decode pathogens like viruses at the genomic level, and where our medical system as we know it has been completely revolutionized.

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