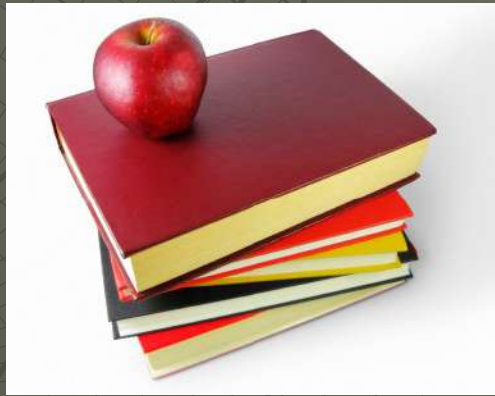


OASE BOOK CLUB

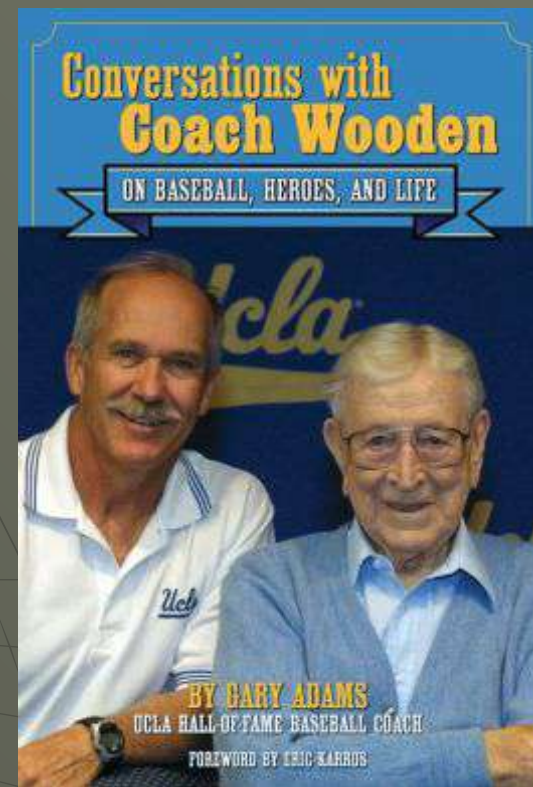


2013-2014

COACH WOODEN

From legendary basketball coach John Wooden's life lessons and "pyramid of success" philosophy to musings on his favorite sport—baseball—this engaging account chronicles the friendship between Wooden and fellow University of California, Los Angeles (UCLA) head coach Gary Adams. For nearly a decade, the two celebrated coaches shared an office and developed a close friendship that lasted 35 years until Wooden's passing. Adams's heartwarming narrative details discussions they shared about heroes, history, life, and their mutual favorite pastime—baseball.

The book also reflects on Wooden's core philosophies and the guiding principles behind his numerous basketball successes, including his election into two halls of fame as a player and a coach, winning 10 National College Athletic Association (NCAA) National Championships in a 12-year period, and being named NCAA College Basketball Coach of the Year six times. Recollections from Major League Baseball stars Eric Karros, David Roberts, and Chase Utley are also included, along with quotes from other athletes and associates of UCLA.



What makes things popular?

If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral?

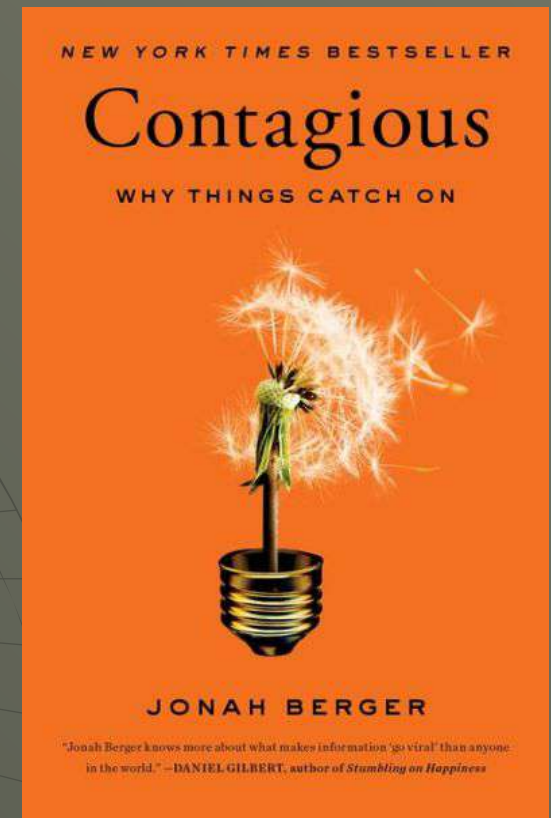


Wharton marketing professor Jonah Berger has spent the last decade answering these questions. He's studied why *New York Times* articles make the paper's own Most E-mailed List, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In this book, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos.

CONTAGIOUS

Contagious combines groundbreaking research with powerful stories. Learn how a luxury steakhouse found popularity through the lowly cheese-steak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the seemingly most boring products there is: a blender. If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, *Contagious* explains why, and shows how to leverage these concepts to craft contagious content.

This book provides a set of specific, actionable techniques for helping information spread—for designing messages, advertisements, and information that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious* will show you how to make your product or idea catch on.

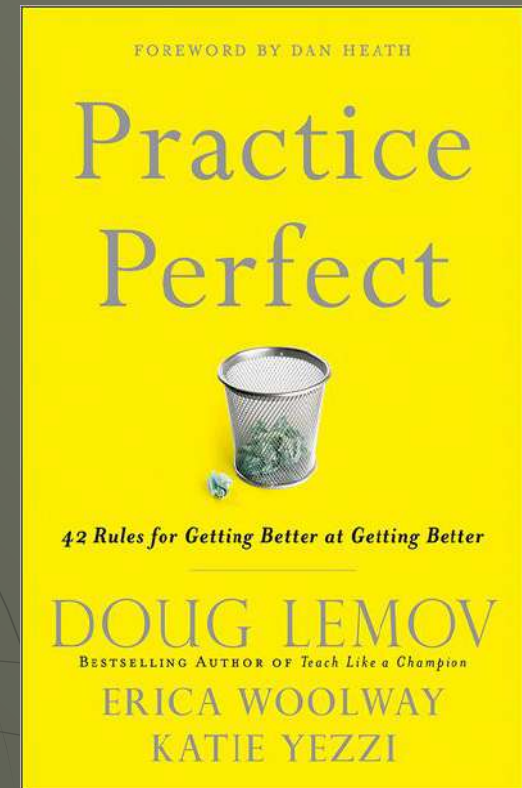


DOUG LEMOV

DOUG LEMOV'S highly influential first book, *Teach Like a Champion*, was based on his study of top teachers in high-poverty public schools.

He uses what he learned watching great teachers work their magic to train educators as part of his work at Uncommon Schools, the nonprofit school management organization he helped found. He is also the author of *Practice Perfect: 42 Rules for Getting Better at Getting Better*, an engaging book on the importance of practice.

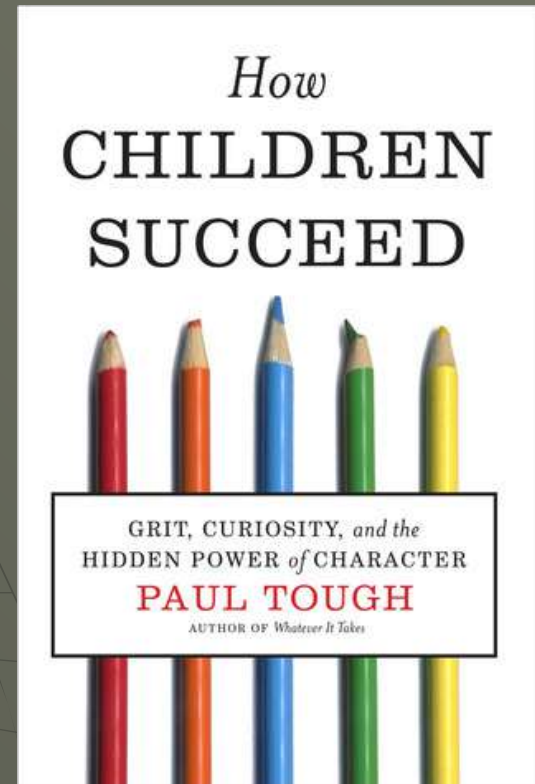
He holds a Bachelor of Arts from Hamilton College, a Master of Arts from Indiana University, and an MBA from the Harvard Business School.



HOW CHILDREN SUCCEED

Why do some children succeed while others fail? The story we usually tell about childhood and success is the one about intelligence: success comes to those who score highest on tests, from preschool admissions to SATs. But in *How Children Succeed*, Paul Tough argues that the qualities that matter more have to do with character: skills like perseverance, curiosity, optimism, and self-control.

How Children Succeed introduces us to a new generation of researchers and educators, who, for the first time, are using the tools of science to peel back the mysteries of character. Through their stories—and the stories of the children they are trying to help—Tough reveals how this new knowledge can transform young people's lives. He uncovers the surprising ways in which parents do—and do not—prepare their children for adulthood. And he provides us with new insights into how to improve the lives of children growing up in poverty. This provocative and profoundly hopeful book will not only inspire and engage readers, it will also change our understanding of childhood itself.



START WITH WHY

"A powerful and penetrating exploration of what separates great companies and great leaders from the rest." Polly LaBarre, coauthor of *Mavericks at Work*

Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty?

In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way—and it's the complete opposite of what everyone else does. People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with why.

Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire.

