

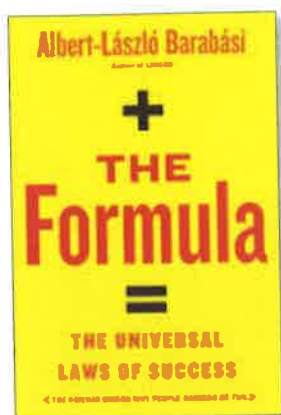
## Business Books

Dan Schawbel, in *Back to Human* (Da Capo Lifelong, Nov.), looks at leadership from a different angle. He says that the best leaders create connection by depending less on screen time and more on face-to-face interaction. Schawbel, a branding expert and startup advisor, conveys input from leaders at companies including Facebook, LinkedIn, and Nike, as well as in the U.S. Air Force, and offers a self-assessment tool and other exercises to help readers figure out where and how to start reconnecting with their team.

### The Long View

It's the rare business challenge that's solved by a quick fix or the obvious answer. Climbing the corporate ladder, for instance, can be as much about the good will of others as about one's own merits.

"Every day we walk into the office and are trying to pick up hidden cues," says



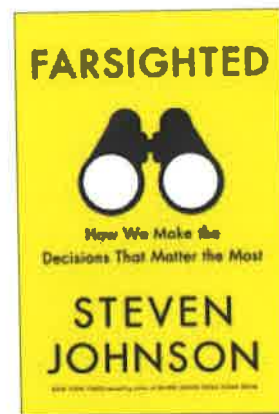
Little, Brown senior editor Philip Marino. "If your goal is to get promoted, you need to be able to see where your work is valued."

In *The Formula* (Little, Brown, Nov.), Albert-László Barabási, a scientist specializing in network theory, analyzes the links between performance and success. "In sports, performance leads to success, but in many other areas, those two things cannot be as easily measured," says

Barabási, who directs the Center for Complex Network Research at Northeastern University. He adds that it's crucial to remember that while performance has much to do with the individual, "success is about others and how they acknowledge and reward you."

Ryder Carroll, a digital production designer, found public recognition in 2013 when he posted his idiosyncratic journaling method online. In 2014, a Kickstarter campaign to further popularize his bullet journal method earned \$80,000 (eight times its original goal); as of 2017, running the Bullet Journal empire is his full-time job. In October, Portfolio will release *The Bullet Journal Method*, a how-to guide to Carroll's combination wish list/to-do list/diary.

Where people go with Carroll's journaling system, he says, is up to them. "The methodology has two aspects: the visual, physical manifestation of the journal, and the unseen, mental practice of focusing on the things that matter."



*Farsighted* by Steven Johnson (Riverhead, Sept.) centers on the kinds of long-term goals many bullet journal practitioners aim for in their notebooks. Johnson (*Everything Bad Is Good for You; Where Good Ideas Come From*) emphasizes that complex decisions with long-term effects should be made carefully. His suggestion: "Don't simplify. Build as complex a map as you can." Johnson says this approach "forces people to seek out potential flaws and circumstances ahead of time instead of reacting to them down the road."

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