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Nota di contenuto	The Outside Edge: How Outsiders Can Succeed in a World Made By Insiders; Contents; Introduction: Debunking the Outsider Myth; Salinger's False Promise; Gladwell's Myth Exposed; The Soundtrack of Corking-Class Rebellion; Can Disadvantaged Outsiders Prosper?; Making Rebellion Count; Part One: The Making of an Outsider; 1. The Misfits; The Lost Tribe; Divorced From Our Surroundings; Are You an Outsider?; Are we More intelligent, or less?; 2. The Crisis of Identity; The Rejected Changeling; The Battles of Identity; Role Confusion; The Identity Journey; The One in the ABC1 Demographic Highly-Structured Youth Movements3. Adolescence, Family and Opportunity; The Timing of Puberty; The Disadvantaged Outsider; The Impact of Self-Esteem; Girls Change Friends, Boys Retreat; Family Scripts; The Dilemma of Choice; Rousseau's Discourse of the Vanities; 4. Existentialism and the Need for a Purpose; Hegel's Contradictions; Kierkegaard Adds a Moral Dimension; 'We are all too Human,' Says Nietzsche; Rise of the Superman; We Must Define Ourselves; Condemned to be Free; Indifference and Meaninglessness; 10 Things Existentialists Teach Outsiders; Part Two: The Rebel with a Cause 5. Finding MeaningFearing Failure Within Conformity; The Danger of Downward Mobility; The Personal Notion of Suffering; Finding Our Unique Insight; Believing We're Gifted for Something; Setting the

Compass; Overly Critical Parents, Siblings and Teachers; 10 Signposts Towards Finding Meaning; 6. The Pursuit of Excellence; That One Thing; Required: a Growth Mindset; Aristotle's Pursuit of the 'Good Life'; Excellence Within a Community; What Should We do with Our Lives?; The Key Need: Be Incremental; From Little Acorns; 7. The Entrepreneurial Spirit; What is an Entrepreneur? A Selfish Enterprise What Entrepreneurs are Not; Excellence Doesn't Mean Expertise; Not so Youthful; Timing Matters? Probably Not; Positives to Entrepreneurship; Distilling the Spirit; Part Three: Edge Ahead; 8. Developing Our Creativity; An Outsider Looking Out; The Creative Edge; Being Open to Uncertainty; The Art of Thought; A Technique for Producing Ideas; Drowning Creativity: Our Education System; A Hopeful Message for Outsiders; Make Your Creativity Profitable; 9. Learning to Pitch; Life's a Pitch; The Principles of Pitching; Principle One: It's Theatre; Principle Two: Content is Key Principle Three: Spend Time Thinking Principle Four: Focus on the Audience; Principle Five: Follow a Structure; Principle Six: Make Simplicity an Obsession; Principle Seven: Perfection's Not What They're After; Principle Eight: Delivery and Body Language Matters; Principle Nine: Remember They're Buying You, Not the Solution/product; Principle Ten: Welcome the Questions; 10. Getting Strategic; The False Breakthrough; What is a Strategy?; Good Strategy; The War Analogy; Developing the Right Strategy; Desperate Self-Defeating Behaviour; Helping You 'Think Different'; 11. Using Judgement The Emotional Handicap

Sommario/riassunto

The brand new book from the international bestselling self-help author Robert Kelsey's internationally bestselling self-help books have helped tens of thousands of people overcome fear of failure and under confidence. Now Robert is back and is here to debunk the ever pervasive myths around the trail-blazing rebel outsider... Our culture celebrates outsiders while - in reality - slamming the door in their face. The modern world craves innovation while alienating original thinkers. It encourages creativity while shutting-out all but a privileged few from individualistic expression. What a waste
