Heartland: A Memoir of Working Hard and Being Broke in the Richest Country on Earth

Sarah Smarsh was born a fifth generation Kansas wheat farmer on her paternal side, and the product of generations of teen mothers on her maternal side. Through her experiences growing up on a farm thirty miles west of Wichita, we are given a unique and essential look into the lives of poor and working class Americans living in the heartland.

Bad Blood: Secrets and Lies in a Silicon Valley Startup

In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than $9 billion, putting Holmes’s worth at an estimated $4.5 billion. There was just one problem: The technology didn’t work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

A Deadly Wandering: A Mystery, a Landmark Investigation, and the Astonishing Science of Attention in the Digital Age

A Deadly Wandering by Pulitzer Prize–winning New York Times journalist Matt Richtel interweaves the cutting-edge science of attention with the tensely plotted story of a mysterious car accident and its aftermath to answer some of the defining questions of our time: What is technology doing to us? Can our minds keep up with the pace of change? How can we find balance?

Rebel Talent: Why It Pays to Break the Rules at Work and in Life

Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy’s fashion capital, to the World’s Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify “rebel talent,” and whose examples we can all learn to embrace.
Reclaiming Conversation: The Power of Talk in a Digital Age

Renowned media scholar Sherry Turkle investigates how a flight from conversation undermines our relationships, creativity, and productivity—and why reclaiming face-to-face conversation can help us regain lost ground.

We live in a technological universe in which we are always communicating. And yet we have sacrificed conversation for mere connection.

Preeminent author and researcher Sherry Turkle has been studying digital culture for over thirty years. Long an enthusiast for its possibilities, here she investigates a troubling consequence: at work, at home, in politics, and in love, we find ways around conversation, tempted by the possibilities of a text or an email in which we don’t have to look, listen, or reveal ourselves.

Midnight in Chernobyl: The Untold Story of the World's Greatest Nuclear Disaster

Early in the morning of April 26, 1986, Reactor Number Four of the Chernobyl Atomic Energy Station exploded, triggering history’s worst nuclear disaster. In the thirty years since then, Chernobyl has become lodged in the collective nightmares of the world: shorthand for the spectral horrors of radiation poisoning, for a dangerous technology slipping its leash, for ecological fragility, and for what can happen when a dishonest and careless state endangers its citizens and the entire world. But the real story of the accident, clouded from the beginning by secrecy, propaganda, and misinformation, has long remained in dispute.

Drawing on hundreds of hours of interviews conducted over the course of more than ten years, as well as letters, unpublished memoirs, and documents from recently-declassified archives, Adam Higginbotham has written a harrowing and compelling narrative which brings the disaster to life through the eyes of the men and women who witnessed it firsthand. The result is a masterful nonfiction thriller, and the definitive account of an event that changed history: a story that is more complex, more human, and more terrifying than the Soviet myth.

Contagious: Why Things Catch On

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.