

Kindle eBook Daily Deals

08/23/20

1. Creative Schools: The Grassroots Revolution That's Transforming Education (Education, \$1.99)

1. By Ken Robinson, Ph. D & Lou Aronica
2. 4.6/5 stars with 246 reviews
3. Filled with anecdotes, observations and recommendations from professionals on the front line of transformative education, case histories, and groundbreaking research—and written with Robinson's trademark wit and engaging style—*Creative Schools* will inspire teachers, parents, and policy makers alike to rethink the real nature and purpose of education.

2. Grinding It Out: The Making of McDonald's (Business, \$1.99)

1. By Ray Kroc
2. 4.5/5 stars with 485 reviews
3. Few entrepreneurs can claim to have radically changed the way we live, and Ray Kroc is one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he opened his first franchise. In *Grinding It Out*, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores around the globe.

3. Reluctant Genius: Alexander Graham Bell and the Passion for Invention (Biography, \$1.99)

1. By Charlotte Gray
2. 4.5/5 stars with 143 reviews
3. The popular image of Alexander Graham Bell is that of an elderly American patriarch, memorable only for his paunch, his Santa Claus beard, and the invention of the telephone. In this magisterial reassessment based on thorough new research, acclaimed biographer Charlotte Gray reveals Bell's wide-ranging passion for invention and delves into the private life that supported his genius.

4. To Have or To Be? (Continuum Impacts) (Philosophy, \$1.99)

1. By Erich Fromm
2. 4.6/5 stars with 114 reviews
3. Life in the modern age began when people no longer lived at the mercy of nature and instead took control of it. We planted crops so we didn't have to forage, and produced planes, trains, and cars for transport. With televisions and computers, we don't have to leave home to see the world. Somewhere in that process, the natural tendency of humankind went from one of being and of practicing our own human abilities and powers, to one of having by possessing objects and using tools that replace our own powers to think, feel, and act independently. Fromm argues that positive change—both social and economic—will come from being, loving, and sharing.