
From: How To Academy [REDACTED] on behalf of How To Academy <john.gordon@howtoacademy.com>
Sent: Tuesday, May 19, 2015 1:56 PM
To: j
Subject: Bear Grylls, The response to Piketty, Freakonomics, Negotiating and Copywriting, Future of Geo-Politics, Behavioural Economics.

<=able class="mcnTextBlock" border="0" cellpadding="0" cellspacing="0" width="100%" style="border-collapse: collapse;mso-table-lspace: 0pt;mso-table-rspace: 0pt;-ms-text-size-adjust: 100%;-webkit-text-size-adjust: 100%;"> How to: Spring Programme a=d Highlights

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04.06.2015

Evening Event, 6.45pm-8pm

how-to: Inequality: What Can Be Done? (A response to Thomas Piketty's=Capital) with Professor Anthony B. Atkinson - "The Godfather of Inequality Economic=" <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=a428ad3609&e=6c9f2c362>>

Inequality is one of our most urgent social problems. Talk of the 99% and=the 1% is entrenched in public debate – but there has been little=discussion of what can be done.

In Inequality: What Can Be Done, written in response to Thomas=Piketty's Capital, Tony Atkinson sets out to do two th=ngs that book didn't: one, to show that inequality isn'= growing simply because the rich are getting richer; more people are movi=g into poverty and this is the more terrifying aspect of inequality that=needs urgent attention. Two, he presents detailed plans for alleviating=growing inequality....

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05.06.2015&=bsp; Lunchtime Event =/a>
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with Bear Grylls

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how to: Innovations in Leadership: A Masterclass <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=6f0608dee2&e=76c9f2c362>>
with Scott Morrison

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how to: How Not to Be Wrong: The Hidden Maths of Everyday Life with Jordan Ellenberg Read more and book now
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how to: Misbehaving - The Making of Behavioural Economics with Richard H. Thaler, bestselling co-author of Nudge.
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how to: Negotiate
with Gavin Presman
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27.05.2015 <=m> Lunchtime Event <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=2a935909ff&e==6c9f2c362>>
how to: When To: Rob a Bank. (A Rogue Economist's Guide to the World) <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=293274d497&e=76c9f2c362>>
with Stephen J Dubner: Bestselling Co-Author of Freakonomics.

In this talk drawn from the new book When To Rob a Bank, a curated collection of the best items from the brilliant Freakonomics.com blog, Stephen J. Dubner will help us to understand what people lie about, and why; why it might be

time for a sex tax (if not a fat tax); and, yes, when to rob a bank. (Short answer: never; the R is terrible.) We'll also learn about Dubner's own quirks and passions, from gambling and golf to backgammon and the abolition of the penny.

This talk is also a celebration of the 10th anniversary of the landmark book *Freakonomics* that has made the authors an international sensation, with more than 7 million books sold in 40 languages, and 150 million downloads of their *Freakonomics* Radio podcast.

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with Antony Beevor

The Western Counterpart to Stalingrad

This major talk by Antony Beevor, the bestselling author of *Stalingrad*, *Berlin*, *D-Day* and *The Second World War*, timed to coincide with the launch of his new book *Ardennes 1944*, focuses on Hitler's ill-fated final stand when on 16th December 1944, Hitler launched his 'last gamble' in the snow-covered forests and gorges of the Ardennes on the Belgium/German border.

Although Hitler's generals were doubtful of success, younger officers and NCOs were desperate to believe that their homes and families could be saved from the vengeful Red Army approaching from the east. The Ardennes offensive, with more than a million men involved, became the greatest battle of the war in western Europe.

In January 1945, when the Red Army launched its onslaught towards Berlin, the once-feared German war machine was revealed to be broken beyond repair. The Ardennes was the battle which finally broke the Wehrmacht.

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BUSINESS <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=920adb4944&e=76c9f2c362>>

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how to: Interpret Body Language (Taught by deaf trainers) <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=0fe9b7566c&e=76c9f2c362>>
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Imagine that everyone you've ever spoke to heard the opposite message you tried to communicate. It is possible that this has actually happened with some of the people you've spoke to today. What exactly is your body telling people? What exactly is their body telling you?

With body language comprising up to 90% of our overall communication, this workshop taught by deaf trainers, who necessarily have been analysing body language since birth, will help you become more conscious of the signals you send and better at interpreting the signals sent by others....<=r> Read more and book now

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with Graham Hutchings, Anand Menon, Desmond King

In this introductory evening to a 4-part=Global Summit, How To Academy and Oxford Analytica will be focusing on=the future of the Great Powers.

Using the innovative and inspiring format of Oxford Analytica's flagship Autumn Conference, the expert speakers will explore if Global power, whether defined in economic, political, military, ideological=or other terms, is slipping away from the countries, sources of ideas=and institutions where it has been located for the past few decades.

Is it congregating around different countries, nodes, organisations and frameworks, some of them unfamiliar to us in the West? Do we now have=few 'Great' powers and several 'big' ones=2C complicating the diplomatic landscape at a time of major global challenges?

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how to: Make the Transition from City Life to Self-Sufficient Rural Living. (The 'Good Life' on a Smallholding.)
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with Simon Dawson

Following a drunken misunderstanding one New Year's Eve, Simon Dawson inadvertently found himself leaving his lucrative life in London to start a smallholding on the wilds of Exmoor with his wife, Debbie. In this talk for the How To Academy, Simon will tell us how to up sticks and realise for ourselves 'The Good Life' and what adventures to expect along the way in transitioning from city to country life.

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how to: Job Boot Camp (A two day workshop in finding a Job)<=a> with Anastasia Baker, Frances Wilson, Ellie Lush, Jasmine Birtles, Judith Perle, Rachel Spedding, Tanya DeGrunwald

How do I write a stunning application letter? How can I make my CV stand out? How do I secure an internship? How can I shine in an interview?

Don't despair: The How To Academy has the know-how

Building on the success of our Student Life-Skills jamborees, we have programmed a nuts-and-bolts, back-to-basics two-day boot camp to meet the needs of students about to graduate and University graduates starting out on the job market.

With a team of brilliant coaches, we promise you the wisdom and advice you can get nowhere else. Sign-up to take the despair out of job-hunting and ensure you stay ahead of the game.

COURSE OUTLINE

The two day Boot Camp will start each day at 9.30am and finish at 5.30pm.=There will be four 90 minute sessions per day with an hour's lunc= break in between.

The 8 Sessions will cover:

How To: CVs – how to present and sell yoursel=....

How To: Internships – what they teach you,=and how they help your career....

How To: Careers – choosing one, finding vac=ncies in your dream field and staying motivated as your job hunt progress=s....

How To: Network – networking and putting your=elf out there in the right places....

How To: Cover Letters – how to wow with a she=t of writing....

How To: Interviews – what employers are looki=g for and how to steer the conversation....

How To: Be Self-Employed – creating your own=job and changing the current landscape....

How To: Impress Recruitment Consultants....

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