

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 and Highlights

View this email in your browser<=a>

<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=b3b09ab4b3&e=3D76c9f2c362>>
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 Economics" <<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 things that book didn't: one, to show that inequality isn't growing simply because the rich are getting richer; more people are moving into poverty and this is the more terrifying aspect of inequality that needs urgent attention. Two, he presents detailed plans for alleviating growing inequality....

Read more and book now <<http://howtoacademy.us7.list-manage1.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=7e2ed42586&e=76c9f2c362>>

<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>
NEXT FORTNIGHT HIGHLIGHTS <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=2e561aab6c&e=6c9f2c362>>

<=r>
05.06.2015 Lunchtime Event <a>
<<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=e6656fd808&e=6c9f2c362>> how to: A=venture with Bear Grylls: Live from the Royal Institution. <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=0d0f33981d&e=76c9f2c362>>
with Bear Grylls

Read more and book now &nb=p;

02.06.2015= <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=38b00e872a&e==6c9f2c362>>
how to: I=novations in Leadership: A Masterclass <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=6f0608dee2&e=76c9f2c362>>
with Scott Morrison

Read more and bo=k now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=fd2cc02b42&e=76c9f2c362>>

02.06=2E2015

how t=: How Not to Be Wrong: The Hidden Maths of Everyday Life with Jordan Ellenberg Read more and=book now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=cd37535013&e==6c9f2c362>>

11.06=2E2015

&nb=p; = Lunchtime Event
how t=: Misbehaving - The Making of Behavioural Economics with Richard H. Thaler, bestselling co-author of Nudge. Read more and=book now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=92a6d01557&e=76c9f2c362>>

12.06=2E2015

how t=: Negotiate
with Gavin Presman
Read more and=book now <<http://howtoacademy.us7.list-manage1.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=63c9603559&e=76c9f2c362>>

<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>
ECONOMICS <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=ef8bd185db&e==6c9f2c362>>

<=r>

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-Aut=or of Freakonomics.

In this talk drawn from the new book When=To Rob a Bank, a curated collection of the best items from the brillian=Freakonomics.com blog, Stephen J.Dubner will help us to understand wha= 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=I is terrible.) We'll also learn about Dubner's own quirk= and passions, from gambling and golf to backgammon and the abolition o= the penny.

This talk is also a celebration of the 10th anniversary of the landmark bo=k Freakonomics that has made the authors an international sensation, wi=h more than 7 million books sold in 40 languages, and 150 million downl=ads of their Freakonomics Radio podcast.

Read more and bo=k now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=80bbe9554c&e=76c9f2c362>>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>
HISTORY <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=b91549c42b&e==6c9f2c362>>

<=r>
21.05.2015 <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=158f4cc2e5&e==6c9f2c362>>
how to: A=dennes 1944. Hitler's Last Gamble <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=b994577d29&e=76c9f2c362>>
with Antony Beevor

The Western Counterpart to Stalingrad=2E

This major talk by Antony Beevor, the bestselling author of Stalingr=d, Berlin, D-Day and The Second World War, timed to c=incide 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 a=d gorges of the Ardennes on the Belgium/German border.

Although Hitler's generals were doubtful of success, younger office=s and NCOs were desperate to believe that their homes and families could=be saved from the vengeful Red Army approaching from the east. The Ardenn=s offensive, with more than a million men involved, became the greate=t battle of the war in western Europe.

In January 1945, when the Red Army launched its onslaught towards Berlin=2C the once-feared German war machine was revealed to be broken beyond re=air. The Ardennes was the battle which finally broke the Wehrmacht.

Read more and b=ok now <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9=2b37acaa64ab36114a&id=e7afb88293&e=76c9f2c362>>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>

BUSINESS <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=920adb4944&e=76c9f2c362>>

16.06.2015 <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=c039bc8749&e==6c9f2c362>>
how to: I=terpret Body Language (Taught by deaf trainers) <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=0fe9b7566c&e=76c9f2c362>>
with Skyway Aca=emy <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=0185a02cf0&e=76c9f2c362>>

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

<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=6f6610bb19&e=76c9f2c362>>

<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=75606784cf&e=6c9f2c362>>

12.06.2015 <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=a3686daba6&e=6c9f2c362>>

how to: Write Better Copy: a full day masterclass in writing persuasive headlines=2C email/direct mail, brochures, strategy papers, internal documents, newsletters, press ads and press releases.

with Steve Harrison

Read more and book now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=462f6b9bd4&e=76c9f2c362>>

15.06=2E2015

how to: Get Your Website Noticed (A Masterclass in driving traffic to your website through SEO, Paid, PR, Social & Direct channels)

Read more and book now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=e63a2911ac&e=76c9f2c362>>

<https://gally.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>

POLITICS <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=d128a38295&e=6c9f2c362>>

<=r>

23.06.2015 <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=ffe9237714&e=6c9f2c362>>

how to: Understand Global Politics. The Future of the U.S, China, Russia <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=326c994a81&e=76c9f2c362>>

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?

Read more and b=ok now <<http://howtoacademy.us7.list-manage1.com/track/click?u=f87ff9=2b37acaa64ab36114a&id=6115154efe&e=76c9f2c362>>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>

LIFESTYLE <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=a82f4799d3&e=76c9f2c362>>

<=r>
24.06.2015 <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=9fa06564c3&e=6c9f2c362>>
how to: M=ke the Transition from City Life to Self- Sufficient Rural Living. (The='Good Life' on a Smallholding.)
<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=d28f67c6c6&e=76c9f2c362>>
with Simon Dawson

Following a drunken misunderstanding one=New Year's Eve, Simon Dawson inadvertently found himself leavin= his lucrative life in London to start a smallholding on the wilds of Exm=or 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 Goo= Life' and what adventures to expect along the way in transitioni=g from city to country life.

Read more and bo=k now <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=dda0e26f5e&e=76c9f2c362>>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>

GRADUATES <<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9=2b37acaa64ab36114a&id=abb248baea&e=76c9f2c362>>

29.06.2015=- 30.06.2015 <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=55d5a19b79&e=6c9f2c362>>
how to: J=b Boot Camp (A two day workshop in finding a Job)<=a> with Anastasia Baker, Frances Wilson, E=ie Lush, Jasmine Birtles, Judith Perle, Rachel Spedding, Tanya De=Grunwald

How do I write a stunning application let=er? How can I make my CV stand out? How do I secure an internship? How ca= 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 pr=grammed 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 y=u can get nowhere else. Sign-up to take the despair out of job-hunting an= 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 yourself=....

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....

<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=ec2b550dbe&e=76c9f2c362>> Read more and b=ok now
<<http://howtoacademy.us7.list-manage1.com/track/click?u=f87ff9=2b37acaa64ab36114a&id=0bce6786c6&e=76c9f2c362>>
<https://galle=y.mailchimp.com/f87ff9f2b37acaa64ab36114a/images/grey_border.jpg>
</d>
=table class="mcnImageBlock" border="0" cellpadding="0" cellspacing="3D" width="100%" style="border-collapse: collapse;mso-table-lspace: 0pt;mso-table-rspace: 0pt;-ms-text-size-adjust: 100%;-webkit-text-size-adjust: 100%;"
<<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=f64340adb9&e=3D76c9f2c362>>
Follow on Face=ook <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b=7acaa64ab36114a&id=0b906f9e37&e=76c9f2c362>>
Follow on Twit=er <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f2b=7acaa64ab36114a&id=cb1e94c772&e=76c9f2c362>>
<<http://howtoacademy.us7.list-manage2.com/track/click?u=f87ff9f2b37acaa64ab36114a&id=8007838415&e=6c9f2c362>>

Copyright © 2015 How To Academy, All rights reserved.

You are receiving this email because you opted in our website <http://howt=academy.com> and indicated you wished to receive news about courses and of=ers.

Our mailing address is:

How To Academy
11 Aldridge Road Villas
London, England= W11 1BL
U=ited Kingdom

Add us to your address book <<http://howtoacademy.us7.list-manag=2.com/vcard?u=f87ff9f2b37acaa64ab36114a&id=857e8c205c>>

www.howtoacademy.c=m <<http://howtoacademy.us7.list-manage.com/track/click?u=f87ff9f=b37acaa64ab36114a&id=b13be6dea1&e=76c9f2c362>> &nb=p; how to:
unsubscribe <<http://howtoacademy.us7.list-manage.c=m/unsubscribe?u=f87ff9f2b37acaa64ab36114a&id=857e8c205c&e=76c9f2c362&==83b331df8a>> update
subscription preferences <<http://howtoacademy.us7.list-manage.com/profile?u=3Df87ff9f2b37acaa64ab36114a&id=857e8c205c&e=76c9f2c362>>
<<http://howtoacademy.us7.list-manage.com/track/open.php?u=3Df87ff9f2b37acaa64ab36114a&id=83b331df8a&e=76c9f2c362>>