

The Power of Magnetic Leadership

**By Dianne Durkin, Published by CreateSpace,
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The Power of Magnetic Leadership, uses the lessons learned from dozens of successful company leaders to explain how the best leaders engage employees, set the example by showing how to play well with others, and inspire people by demonstrating that every action they take is relevant to them.

The best leaders are people who know how to listen, can make a promise and deliver on that promise, and have stepped up to the plate and made the necessary investment to successfully engage their employees.

The best leaders motivate, inspire and energize people by connecting the vision, values, purpose and business goals of the organization to individual values and needs. Here are some of the top actions she recommends to people seeking to improve their success as a leader.

1. **Develop Your Vision.** Make sure you have a vision with the purpose and values to make it real. State where you are going clearly. State your purpose simply. Express your values – the things that you use to guide every action people take at work – directly.

2. **Identify Your Leader Type** Knowing who you and what type of leader you are helps you and others identify where, when and how to best behave and act to focus their energy to achieve the goals and objectives you set out for them.

3. **Track Your Leadership Development Progress.** Keep a leadership log to document what you do and what happens. Review what happens regularly. Reflect on what you are learning and how you are changing.

4. **Recruit and Retain the Right People.** Identify what makes individuals successful in your culture, and recruit for those skills. The culture will keep them loyal and happy, and exceed all expectations. Improve your interview and listening skills so you can hear what your employees are saying. Document and take immediate action when you identify something that needs to be improved.

5. **Engage, Empower and Enrich Your Employees.** Invite employees to become part of your vision. Empower them to be a force of change and be enriched by your culture. Make your employees part of the solutions, by giving them a role and the responsibility for implementing solutions to major business issues.

6. **Create a Work Environment that Fosters Creativity and Innovation.** Go beyond simply improving the physical environment. Focus on how people feel to work there. Evaluate the energy when you walk the floors. How connected to their teams do virtual or remote workers feel? Make changes to ensure that the work environment fuels your objectives and helps to achieve your goals.

7. **Appreciate and Reward Your Employees.** Develop and deploy a schedule that regularly and meaningfully rewards employees to create a culture of appreciation. Assess and improve the way you reward people so that you are sensitive and responsive to the differences in age, education, maturity, and demographics.

8. **Focus On the Things That Inspire Your People.** Identify what inspires you and your employees. Do they need more education and training, more creative time and cross-training opportunities, wellness programs to promote less stress and better health, or even a sabbatical? Develop and improve the key programs that your people need to stay engaged and loyal.

9. **Improve The Most Important Things First.** Identify the most significant of your short comings head-on. Identify what is impacting your own progress and what is holding you back. Are you a poor listener, a technophobe, or do you yell and rave? Admit it. Then take action to get help, fix your problem, and improve your own performance, skills and abilities.

10. **Visualize the Future.** Identify where you see yourself in 10 years, 20 or even 30 years? Define the characteristics of the leader you want to be and what the future looks like for you. Describe the way you will balance your personal life and that of your organization and its people. Document how you will build loyalty and trust with your leadership.

The Power of Magnetic Leadership is a vault of valuable business strategies based on Durkin's decades of experience changing the leadership course of major corporations. It provides insight on how leaders can lead magnetically by fully engaging and empowering employees, transforming them into innovative thinkers and major contributors to the organization's success.

Full Planet, Empty Plates: the New Geopolitics of Food Security

By Lester R. Brown, Published by W.W. Norton & Co, New York, Paperback, 144 pages, \$16.95. ISBN 978-0-393-34415-8.

Although food has become a globalized commodity, availability is increasingly an issue of priorities and political decisions at the local and national levels. Lester Brown, well-known author and expert on world food and resources, warns in the preface of *Full Planet, Empty Plates* that we are moving toward serious trouble with food shortages that will likely cause large increase in prices, unrest, and political instability. Although the tide of globalization has been touted as a boon for everyone, a rising tide that would raise all ships, Brown proposes that the current system in fact is pushing us toward a “new geopolitics of food scarcity” and a food future where it is “every country for itself.”

This thesis is supported by undisputed facts: continued increase in human population, improved diets for those who can afford them, competition between food and fuel, soil erosion and conversion of land to non-farm uses, genetic plateaus in yields of major grain crop species, increasingly unpredictable and variable weather, scarcity of key production resources, and appropriation of fertile farmland by countries rich in capital but poor in land and water. These issues are explored in the first ten chapters of this well-researched and timely book.

Impressive gains in production and resulting food abundance due to the Green Revolution have given way to shortage, hunger, and political strife, clearly a result of the doubling of world grain prices between in the past decade. Among other driving factors, population growth, newly achieved affluence and demand for more protein in the diet, and converting food crops into fuel are noteworthy changes. From a comfortable safety net of grain carryover of more than 100 days supply, we have reached the point where current production each year is essential to meet the immediate demands. The U.N. Food Price Index has gone from 100 (2002-2004) to over 200 in mid-2012, resulting in one billion people who are chronically hungry. Brown cites a number of specific cases especially in Africa and South Asia, areas that have become food deficit regions. Some of these countries are seeking land elsewhere to assure their national food needs, and some of the countries most in need of food are selling or leasing land for short-term gains that often go to a few wealthy people.

These conclusions are supported by data on population growth, especially evident in developing countries where food is already in short supply, and by examples such as the annual world consumption of meat that has gone from 50 to 280 million tons in

a mere 60 years from 1950 to 2010. Global ocean fish stocks are being depleted, and most production now is found in aquaponic systems. Citing U.S. statistics on grains used for fuel, currently over half of the corn and sorghum crop is going into ethanol production, up from virtually none in 1980. Clearly more research is needed to increase yield potentials from current cropland, an ecological intensification of production that makes most efficient use of scarce resources, yet these potentials are constrained by both biological realities and by political decisions.

In the closing chapter, Brown provides a partial greenprint for solving the food dilemma. He presents four pressing needs on the demand side: “*stabilize world population, eradicate poverty, reduce excessive meat consumption, and reverse biofuel policies that encourage the use of food, land, or water that could otherwise be used to feed people.*” On the supply side, he cites growing challenges such as “stabilizing climate, raising water productivity, and conserving soil.” Our current university research is exploring more efficient carbon capture, using rainfall and irrigation as productively as possible, and reducing erosion by promoting no-till farming practices. Yet we need more emphasis in both education and research on the importance of analyzing whole systems, and taking a long-term view of resource use and potential productivity. Both the recent *Agriculture at a Crossroads*, an IAASTD document from the U.N., and a report *Nourishing the World: Scaling Up Agroecology* by the Ecumenical Advocacy Council point to the need for comprehensive, holistic, and environmentally-informed strategies for long-term food production. This perspective should be central to our university programs, and the new book by Brown is a valuable summary that describes in general terms what needs to be done.

Author Lester Brown was director of the USDA International Agricultural Development Service in the 1960s, then founded the nonprofit Overseas Development Council. His greatest impact has been through his articulate and consistent voice of concern about the very real limits to growth, first as founder of WorldWatch Institute and currently as president of the Earth Policy Institute. The annual *State of the World* and *Vital Signs* publications have provided well-documented evidence for challenging the wisdom of continuing growth in national and global economies. The series *Plan B* brought together compelling data in a narrative form and offered positive directions for the future. *Full Planet, Empty Plates* is probably his most accessible and concise book on the current need for new directions.

Using language geared for a general audience, Brown concludes that “what we need most of all is

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for the market to tell the environmental truth.” As a seasoned economist, he believes that the market can sort things out, but only if we are able to internalize many of what today are considered environmental externalities, and to monetize in some way the use of non-renewable resources and provision of ecoservices on which human society depends. Full Planet offers viable directions for the future, if we have the individual and political will to make drastic changes in our current excessive consumption. There can be enough food for all, but business as usual will not help us achieve that critical goal.

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Another Chance

**By D Ivan Young, Reality-N-3D Publishing, Inc.,
Houston, TX, Softcover, \$24.95, ISBN 978-0-
9665132-5-7**

How do you deal with a still unfulfilled life? If you could get a second chance at life, what would you do?

It does not matter what your religious beliefs are, what your nationality is, your race or your gender or even how much money you do or don't have. No matter what you've done in your life, no matter who you have hurt or who has maimed you, no matter what you've achieved or failed to accomplish, you're still alive. You're here for a reason and you have the power to choose how to live the rest of your life. So what do you want to do?

Like most of us, Dr. D Ivan Young has had to face up to his failures and short comings, and understands the pain we are feeling and going through. His new book *Another Chance...Where Would You Be Without One!* has profound words of advice for both men and women who want transformation, who need help in making the right decisions, so that they can become the very best that they can possibly be. Nonetheless, he isn't going to mince words or hold back anything. He is not about warm fuzzies. Dr. D provides the guidance that helps us to master the tools necessary for living a profoundly extraordinary life.

Dr. D Ivan Young understands that lots of people are feeling pretty lost in the world we live in. Today people need some hard evidence that they are on the right path. They need something special that changes their life, revamping it so they can achieve their true destiny. This book provides the step by step insight we need to bring lasting transformation to our lives.

But unfortunately all they really have is the lingering pain of a bad experience with someone, a lot of confused feelings, time on their hands and maybe a cell phone. Okay, they've got the memories of the past and the shattered hopes and false expectations built on habits that feel like an itch you can't reach, scratch, let alone get rid of anymore.

So he's going to give it to you straight. From this moment forth, nothing that has happened to you really matters. Why, what, or who is to blame is inconsequential. Truth be told If, you're going to change for the better and change the way things go today, you must become accountable for everything. Dr. D Ivan Young's, *Another Chance* will help you to discover where beauty is in your ashes.

You have the green light. It's time for you to choose the better portion of what life has to offer. He's going to tell you exactly what you need to do to get started. It's going to allow you to not only get on with your life but create a whole new and better life. So get ready and get set, for here's what you need to do. Here's a sampling of what you are in for:

Leaving the Comfort Zone - Far More Than A First Step

Whatever the case, those choices you've made have landed you right where you are today. The sooner you come to grips with this reality, the better. It isn't good, nor is it bad; it just is what it is. The good news, however, is that those choices brought you to this moment and prepared you to take full advantage of it. A good question to ask yourself now is, "Where does that leave me?"

Well, to answer you, it leaves you in a wonderfully exciting place filled with unlimited possibilities, immeasurable chances, and limitless options. Never have you been in such a good position to be successful at whatever you set your mind to. And beyond that, you have the power to choose who and what you want to be.

However, deciding to do something about your future is the most important decision you will ever make. Scary isn't it?

Starting from Scratch - And You Thought It Was A Curse

Seldom does anyone just pop out of bed saying, "Let me get my **** together today." If only it were that simple, but it isn't. The truth is, most people need to lose something first, something they took for granted, before they heed life's wake-up call. It is called the TUI-SOYB Effect, which stands for The Universe Is Sick of Your B.S.

If you are like most people, frustration, circumstances, and failure force you to raise the white flag. It usually takes a combination of loss, embarrassment, shame, and guilt for most people to finally come to the realization

that they had better give up their old ways of thinking and behaving.

After bumping your head for the second or third; perhaps even fourth or fifth time, fate has coerced you into accepting the fact that if you don't immediately change how you live your life, you won't have a life.

Change demands action. The time to start is right now.

Everything Happens for a Reason - You're Not Alone

Every significant thing taking place in your life right now is happening for a reason. Whether you accept it or not, divine forces are working on your behalf. You are not alone in this. But it is up to you to embrace or reject the helping hands.

A Geiger Counter goes off whenever it senses radioactivity in anything within close proximity. Your internal guidance systems function in much the same way. The closer you get to doing the right thing, especially at the right time, your spirit bears witness unto itself. The more motivated and enthused you become, the more your spirit resonates because you're in the right place, at the right time, doing the right thing. That's not a bliss-filled co-occurrence. It's your inner being, a.k.a., your "Spirit," reaffirming that you are on target.

This internal system validates, or invalidates, everything you do. It reacts vehemently each time you connect with your divine purpose. The exact opposite takes place when you're doing something stupid, something that's not in your best interest, or something not serving your

greatest of good. Whenever your enthusiasm drops like crap from a bird on a newly-washed car, it's confirmation you're out of sync with your purpose. It's affirmation that you are exactly where you ought not be. Anytime you feel those hairs standing on your arm, or an unsettling feeling in your gut, trust what you are feeling, move around, and do so quickly.

So wake up! Tune in. Pay attention. And turn on the light within you.

Another Chance is a roadmap for anyone who's trapped by past anger, guilt and the pressures of an unfulfilled life. D. Ivan Young offers straight talk, tell it like it is language that anyone can understand. This book is a specialized tool designed to help set you free from your therapist, stop calling and worrying your friends, wipe the tears away and help you get on with the rest of your life

Bio-Nanotechnology: A Revolution in Food, Biomedical and Health Sciences

Edited by Debasis Bagch, Wiley-Blackwell, Hardcover, 824 pages, \$299.95, ISBN: 978-0-470-67037-8

Bio-nanotechnology is the key functional technology of the 21st century. It is a fusion of biology and nanotechnology based on the principles and chemical pathways of living organisms, and refers to the functional applications of biomolecules in nanotechnology. It encompasses the study, creation, and illumination of the connections between structural molecular biology, nutrition and nanotechnology, since the development of techniques of nanotechnology might be guided by studying the structure and function of the natural nanomolecules found in living cells. Biology offers a window into the most sophisticated collection of functional nanostructures that exists.

This book is a comprehensive review of the state of the art in bio-nanotechnology with an emphasis on the diverse applications in food and nutrition sciences, biomedicine, agriculture and other fields. It describes in detail the currently available methods and contains numerous references to the primary literature, making this the perfect "field guide" for scientists who want to explore the fascinating world of bio-nanotechnology. Safety issues regarding these new technologies are examined in detail.

The book is divided into nine sections – an introductory section, plus:

- Nanotechnology in nutrition and medicine
- Nanotechnology, health and food technology applications
- Nanotechnology and other versatile applications
- Nanomaterial manufacturing
- Applications of microscopy and magnetic resonance in nanotechnology
- Applications in enhancing bioavailability and controlling pathogens
- Safety, toxicology and regulatory aspects
- Future directions of bio-nanotechnology

The book will be of interest to a diverse range of readers in industry, research and academia, including biologists, biochemists, food scientists, nutritionists and health professionals.