

4 Book Friday

Here are 4 books recommended during the Greenelines podcast this week.

Recommended by Jessica Newsome

Click here to listen to her podcast



How to Thrive After Your Kids Leave Home

IT'S HAPPENING! You weren't always sure you'd get here, but the kids grew up and are surviving—more or less successfully. But what now?! If you're like most moms, you're caught between grief and delight, and full of questions, loose ends, hopes, and regrets. Empty nesting can be a disorienting time, but it can also be the best time of your life.

Jill Savage, an empty-nest veteran, offers you:

WISDOM for the murky waters ahead. Teaching you what you need to let go of and hold on to

ENCOURAGEMENT for when you're feeling confused and discouraged. Full of stories and new insights, you'll find your spirits lifted and hope renewed.

IDEAS for when you don't know "What's next?" Jill offers loads of practical ideas for coping and thriving in this encore season.

Recommended by Doug Stringer

Listen to his podcast here



Tried and Transfigured is one of Leonard Ravenhill's classic

works on revival. The book has been out of print for years and reintroduced by Christian Life Books. Unlike many of Ravenhill's other books, this book deals with the temptation of Jesus in the wilderness and his transfiguration on the mount. It is as hard-hitting and thought-provoking as all of Ravenhill's splendid works.

Recommended by LaJun Cole

[Click Here to Listen to His Podcast](#)



The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design.

Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose.

In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking, or doing business, often solving problems we didn't know we had.

In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers.

Crossing the Chasm revolutionized how we think about new products in an existing market. *The Innovator's Dilemma* taught us about disrupting an aging market. Now, *Play Bigger* is transforming business once again, showing us how to create the market itself.

and...

