



The Power of Onlyness: Make Your Wild Ideas Mighty Enough to Dent the World

By Nilofer Merchant

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“For any would-be activists who hear the voice: ‘not me’ or ‘not now,’ Merchant makes the strong case for ‘yes you’ and ‘yes now’—and even shows you how to jump in.” —Van Jones, host of CNN’s *The Messy Truth*, author of *Rebuild the Dream* and *The Green Collar Economy*

An innovation expert illuminates why your power to make a difference is no longer bound by your status

If you’re like most people, you wish you had the ability to make a difference, but you don’t have the credentials, or a seat at the table, can’t get past the gatekeepers, and aren’t high enough in any hierarchy to get your ideas heard.

In *The Power of Onlyness*, Nilofer Merchant, one of the world’s top-ranked business thinkers, reveals that, in fact, we have now reached an unprecedented moment of opportunity for your ideas to “make a dent” on the world. Now that the Internet has liberated ideas to spread through networks instead of hierarchies, power is no longer determined by your status, but by “onlyness”—that spot in the world only you stand in, a function of your distinct history and experiences, visions and hopes. If you build upon your signature ingredient of purpose and connect with those who are equally passionate, you have a lever by which to move the world.

This new ability is already within your grasp, but to command it, you need to know how to meaningfully mobilize others around your ideas. Through inspirational and instructive stories, Merchant reveals proven strategies to unleash the centrifugal force of a new idea, no matter how weird or wild it may seem.

Imagine how much better the world could be if every idea could have its shot, not just the ones that come from expected people and places. Which long-intractable problems would we solve, what new levels of creativity would be unlocked, and who might innovate a breakthrough that could benefit ourselves, our communities, and especially our economy. This limitless potential of onlyness

has already been recognized by Thinkers 50, the Oscars of management, which cited it one of the five ideas that will shape business for next twenty years.

Why do some individuals make scalable impact with their ideas, regardless of their power or status? *The Power of Onlyness* unravels this mystery for the first time so that anyone can make a dent. Even you.

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Editorial Review

Review

“Onlyness shows us a brand new path to power: one that is accessible to the young and the old, the quiet and the forceful, the sanguine and the troubled.”

—Susan Cain, bestselling author of *Quiet* & co-founder of Quiet Revolution

“No longer do we need to worry about how our ideas will be judged. By showing us how to mobilize communities around our ideas, Nilofer Merchant shows us why and how we can elevate the power of our ideas to limitless heights unfettered by conformity.”

—Amy Cuddy, author of *Presence*

“With *The Power of Onlyness*, Nilofer Merchant passes all three tests of a masterpiece: 1) memorable stories; 2) actionable insights; and 3) urgent relevance to now!”

—Tom Peters, author of *In Search of Excellence*

“Merchant discovers her onlyness when she walks out on an arranged marriage. At first, she doesn’t know what to call it but a lifetime of encouraging men and women to summon the best of themselves teaches her how to nurture it—in herself and others. Now we need her empowering work more than ever. Onlyness doesn’t mean you work alone; but you train yourself, sometimes against the odds, to recognize your own value and increase your chance of finding allies!”

—Sherry Turkle, author of *Reclaiming Conversation and Alone Together*

“With captivating stories and keen insights, Nilofer Merchant urges us to cast aside conformity and embrace our own unique identity and purpose. *The Power of Onlyness* is a bold, inspiring book that will leave you feeling infused with power and ready to take on the world.”

—Dan Pink, author of *Drive* and *To Sell is Human*

“Nilofer Merchant’s spectacular gift is to make tangible what we already feel to be instinctual: the power of the individual alongside the power of a community in the service of one idea can change the world. But Nilofer also explains what may not feel so instinctual: that *all* of us have the capacity to create change, no matter our social, racial, gender or economic status. This book is one of the most hopeful pieces of writing I’ve read in a long time. Nilofer defines and explains the value of individuality and collaboration in equal measure. It’s a true celebration not just of humanity but of all the possibilities we can accomplish together.”

—Stacy London, style expert, TV personality, and author of *The Truth about Style*

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—Van Jones, host of CNN’s *The Messy Truth*, author of *Rebuild the Dream* and *The Green Collar Economy*

“This is an illuminating book about the context in which great, world-changing ideas emerge and take root, with stories and insights galore.”

—Eli Pariser, co-founder and co-CEO, Upworthy

“*The Power of Onlyness* is the wake-up call that the world needs so badly right now. It’s a reminder that,

quite simply, we all matter. That each perspective has inherent value. That each person's unique vantage point is literally a position of power. That each voice matters, and should be used. Be warned: after reading this book, you won't be able to ignore that voice again. You will be compelled to speak up and to use it, in bigger, bolder, louder ways than ever before."

—**Jessica Jackley, founder of Kiva**

Praise for *11 Rules for Creating Value in the Social Era*:

"Social media is a game changer, yes, but it's only part of the larger shift of the social era, writes Nilofer Merchant, [who] sketches out the new paradigm's core principles."

—**Fast Company (Best Business Books of 2012)**

"A rare combination: strategic, well researched, and actionable. Nilofer Merchant helps executives see what's at stake in the connection economy."

—**Seth Godin, author of *Tribes* and *Linchpin***

"Traditional strategy is dead. But do not fear—Nilofer Merchant shows how your organization can thrive with the new rules of the social era. Buy yourself a copy—and one for every member of your board."

—**Charlene Li, founder, Altimeter Group; author of *Open Leadership: How Social Technology Can Transform the Way You Lead* and co-author of *Groundswell***

About the Author

Nilofer Merchant is the author of two previous books and is ranked by Thinkers50 as one of the world's leading thinkers. She has personally launched more than 100 products, netting \$18B in sales, has worked for companies ranging from Apple to Autodesk and advises many others. Her visionary ideas have been recognized by *The Wall Street Journal*, *The New York Times*, *Financial Times*, *Fast Company*, *Fortune*, *Marie Claire*, *Vogue*, *O: The Oprah Magazine*, *Harvard Business Review*, *Bloomberg*, *CNN*, *Time*, and *Mashable*. Her 2013 TED Talk "Sitting Is the Smoking of Our Generation," is in the top 10 percent of TED's most viewed talks.

Users Review

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Leslie Hackett:

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Joann Huertas:

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Reading a book tends to be new life style with this era globalization. With studying you can get a lot of information that can give you benefit in your life. Having book everyone in this world can easily share their idea. Ebooks can also inspire a lot of people. Plenty of author can inspire all their reader with their story or even their experience. Not only situation that share in the guides. But also they write about the data about something that you need instance. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors on this planet always try to improve their skill in writing, they also doing some study before they write for their book. One of them is this The Power of Onlyness: Make Your Wild Ideas Mighty Enough to Dent the World.

Crystal Lavigne:

The publication with title The Power of Onlyness: Make Your Wild Ideas Mighty Enough to Dent the World possesses a lot of information that you can learn it. You can get a lot of help after read this book. This particular book exist new know-how the information that exist in this publication represented the condition of the world currently. That is important to yo7u to understand how the improvement of the world. This book will bring you throughout new era of the globalization. You can read the e-book on the smart phone, so you can read the item anywhere you want.

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