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Payoff: The Hidden Logic That Shapes Our Motivations.

Bestselling author Dan Ariely reveals fascinating new insights into

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motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us.

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A good introduction to Ariely's works. Payoff examines human motivation and how it is more than just money and recognition. Other important elements of motivation include meaning, effort, and ownership. You can use this book to motivate yourself or your team by better understanding how motivation works.

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Brief Summary of Book: Payoff: The Hidden Logic That Shapes

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Our Motivations by Dan Ariely. Here is a quick description and cover image of book Payoff: The Hidden Logic That Shapes Our Motivations written by Dan Ariely which was published in 2016-11-15. You can read this before Payoff: The Hidden Logic That Shapes Our Motivations PDF EPUB full Download at the bottom.

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I truly enjoyed reading Payoff: The Hidden Logic That Shapes Our Motivations by Dan Ariely. In the beginning, he opens up to you, the reader, by writing about an extremely painful and personal experience he went through. One night, Dan Ariely received a call from a woman who he did not know.

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motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being “motivators.” From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we’ve assumed. Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our own lives. Along the way, he explores intriguing questions such

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as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation?

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friends, partners and children. From the economic point of view, motivation is based on a very simple trade-off: we need and want things, and we work to get them. We're more likely to do something if we get money for it, and the more money we get, the more motivated we are. But what if our understanding of motivation and money is all wrong? In *Payoff*, Dan Ariely investigates the true nature of motivation and our partial blindness to the way it works. He digs to the root of money motivation, and explains how understanding it can help us to successfully approach different choices in our lives. Along the way, Ariely explores complex questions like: * Why are we willing to part with money on some occasions and not others? * Should we motivate children to do chores by giving them money? * Is there any correlation between performance efficiency and pay? * What are the taboos surrounding

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money and should they be challenged? We often, mistakenly, think that our motivations are simple and one dimensional. But motivations are about the essence of what pushes us forward, what make us human. Payoff explores the complex motivations that drive us, giving insight into what we really want in life and what we can do to get and give more of it more often.

Every day we work hard to motivate ourselves. We spend much of our time trying to motivate the people working for us, with us and in business with us. In our personal lives we try to motivate our friends, partners and children. From the economic point of view, motivation is based on a very simple trade-off: we need and want things, and we work to get them. We're more likely to do something if we get money for it, and the more money we get, the more

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Dan Ariely, the New York Times bestselling author of *Predictably Irrational*, and illustrator Matt R. Trower present a playful graphic novel guide to better decision-making, based on the author's groundbreaking research in behavioral economics, neuroscience, and psychology. The internationally renowned author Dan Ariely is known for his incisive investigations into the messy business of decision-making. Now, in *Amazing Decisions*, his unique perspective—informed by behavioral economics, neuroscience, and psychology—comes alive in the graphic form. The illustrator Matt R. Trower's playful and expressive artwork captures the lessons of Ariely's groundbreaking research as they explore the essential

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question: How can we make better decisions? *Amazing Decisions* follows the narrator, Adam, as he faces the daily barrage of choices and deliberations. He juggles two overlapping—and often contradictory—sets of norms: social norms and market norms. These norms inform our thinking in ways we often don't notice, just as Adam is shadowed by the “market fairy” and the “social fairy,” each compelling him to act in certain ways. Good decision-making, Ariely argues, requires us to identify and evaluate the forces at play under different circumstances, leading to an optimal outcome. *Amazing Decisions* is a fascinating and entertaining guide to developing skills that will prove invaluable in personal and professional life.

Three-time New York Times bestselling author Dan Ariely teams

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up with legendary The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popular Wall Street Journal advice column, “Ask Ariely”.

Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his “Ask Ariely” Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you’re playing the volatile stock market? What’s the best way to get someone to stop smoking? How can you maximize the return on your investment at an all-you-can-eat buffet? Is it possible to put a price on the human soul? Can you ever

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rationally justify spending thousands of dollars on a Rolex? In *Ask Ariely*, a broad variety of economic, ethical, and emotional dilemmas are explored and addressed through text and images. Using their trademark insight and wit, Ariely and Haefeli help us reflect on how we can reason our way through external and internal challenges. Readers will laugh, learn, and most importantly gain a new perspective on how to deal with the inevitable problems that plague our daily life.

We're in the midst of a revolution. A new economy has been born. Passionate, inspiring and creative people are launching their careers off content, social media, and digital platforms. Previously unheard voices are becoming mainstream media forces. This revolution has transformed global business across the entire media industry. The

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influencer economy is a movement, a culture, and a new way to launch businesses, products, and media solely from the internet. This movement has re-invented the art and science of launching any and all consumer products. Every one of us is a participant in this new world, whether as a producer or a consumer. This is an economy that has launched inspiring creators to global audiences, and traditional media companies have to adapt or die.

A powerful manifesto for CEOs and employees alike: Influential and award-winning business leader Margaret Heffernan reveals how organizations can build ideal workplace cultures and create seismic shifts by making deceptively small changes. By implementing sweeping changes, businesses often think it's possible to do better, to earn more, and have happier employees. So why does

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engagement prove so difficult and productivity so elusive? In *Beyond Measure*, Margaret Heffernan looks back over her decades spent overseeing different organizations and comes to a counterintuitive conclusion: it's the small shifts that have the greatest impact. Heffernan argues that building the strongest organization can be accelerated by implementing seemingly small changes, such as embracing conflict as a creative catalyst; using every mind on the team; celebrating mistakes; speaking up and listening more; and encouraging time off from work. Packed with incredible anecdotes and startling statistics, *Beyond Measure* takes us on a fascinating tour across the globe, highlighting disparate businesses and revealing how they've managed to change themselves in big ways through incremental shifts. How did the CIA revolutionize their intelligence gathering with one simple

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question? How did one organization increase their revenue by \$15 million by instituting a short coffee break? How can a day-long hackathon change the culture of a company? Told with wry wit and knowing humor, Heffernan proves that it's often the small changes that make the greatest, most lasting impact.

Dan Ariely's three New York Times bestselling books on his groundbreaking behavioral economics research, *Predictably Irrational*, *The Upside of Irrationality*, and *The (Honest) Truth About Dishonesty*, are now available for the first time in a single volume.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. How

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to be more motivated? It is a common misconception that only money can motivate us and that more money leads to more motivation. In reality, other parameters such as a sense of purpose come into play to increase motivation. In this book, you will learn: What are the motivating factors? How can we lose our motivation? How can we make sense of our actions in order to be more motivated? Why are external forces not a solution to increase a person's motivation in the long run? Our answers to these questions are easy to understand, simple to implement and quick to execute. Ready to be more motivated? Let's go ! *Buy now the summary of this book for the modest price of a cup of coffee!

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