



## Smarter Faster Better: The Transformative Power of Real Productivity (Paperback)

By Charles Duhigg

Random House LCC US, 2017. Paperback. Condition: New. Language: English . Brand New Book. NEW YORK TIMES BESTSELLER ? From the author of The Power of Habit comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think?with an appendix of real-world lessons to apply to your life. At the core of Smarter Faster Better are eight key productivity concepts?from motivation and goal setting to focus and decision making?that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics?as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters?this painstakingly researched book explains that the most productive people, companies, and organizations don?t merely act differently. They view the world, and their choices, in profoundly different ways. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents? missteps?and becomes one of the most successful players in the world. A group of data scientists at Google embark on a four-year study of how the best teams...



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