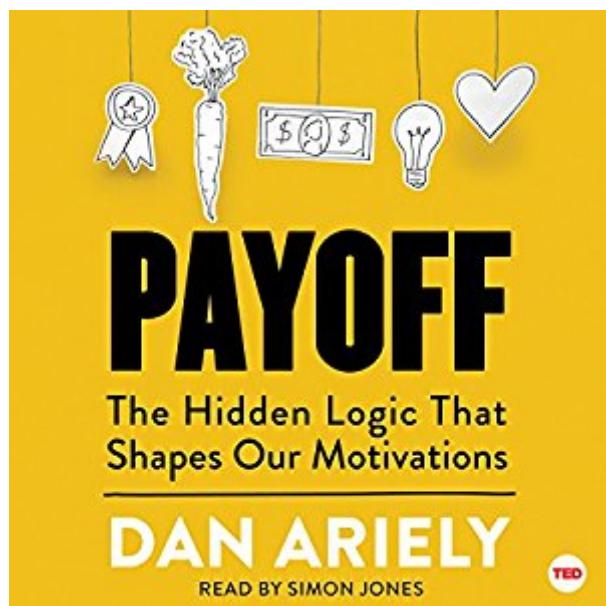


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# Payoff: The Hidden Logic That Shapes Our Motivations



## Synopsis

Best-selling author Dan Ariely reveals fascinating new insights into 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 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?

## Book Information

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## Customer Reviews

If you haven't read any of Ariely's old books, this might bring new insight into the story of motivation, but if you have, it's all the old motivation experiments discussed in *Predictably Irrational* and *The Upside of Irrationality* stretched out into short chapters, with not much new stuff.

I picked up this book because I have been in a rut lately. This book gave me a lot of insight on what motivates people. It help me learn some things about myself. Another thing I got out of this book is a better way to connect with people. I believe understanding what motivates people can help you better communicate with people. This is an easy quick read. You get a lot out of it. It's not overly complicated and it goes into things we can all relate to. There are some things you might find surprising and very interesting. This is definitely a book I recommend.

I'm not really into self-revelatory self-help books. I know the intent is to keep it personal, and that works in a Ted Talk, but for a book, the effect is a bit thin. I was going to give it for Christmas, but felt it would be a bit insulting, so it's sitting around here somewhere until I decide what to do with it.

A nice short book that describes a few key features of human motivation. I enjoy Prof. Ariely's work. I like his style and the science.

Bestseller? You've read all of this before. This is quite a small "book" and I would recommend his other works instead. It seems the author is capitalizing on his name. To paraphrase from the book, I would reward this- maybe- with a slice of pizza, about 2.50 around these parts.

Thanks, Dan! I'd really love to see a larger theory of human motivation. This book is fantastic at pointing out the strangeness of human motivation, which is a powerful input into what might someday be a holistic theory of human motivation. An algorithm in effect that can predict human behavior to some degree. Thanks again! Always insightful peering into your brain.

This is a good assessment of the elements that works behind the scenes to shape our motivation. Some obvious and a few surprises that are less expected sources of motivation.

A wonderful book. I read it one sitting and learnt a lot despite being quite familiar with Ariely's excellent and very extensive work.

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