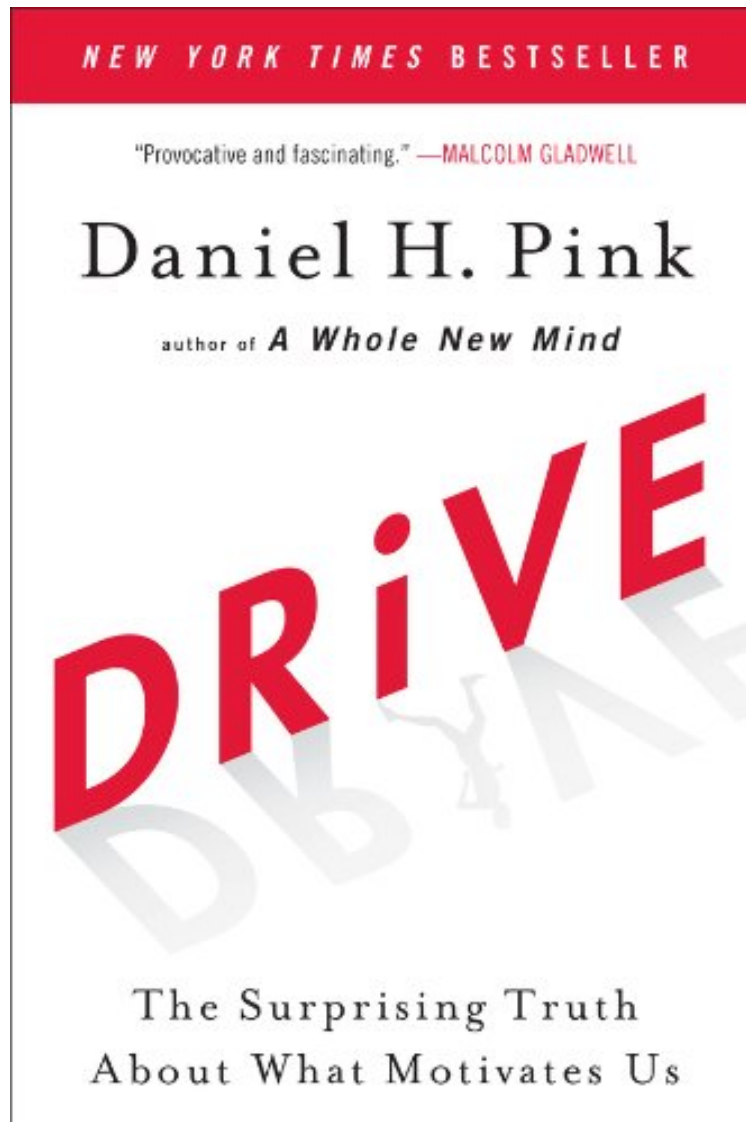


Drive: The Surprising Truth About What Motivates Us

Daniel H. Pink

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Daniel H. Pink : Drive: The Surprising Truth About What Motivates Us before purchasing it in order to gage whether or not it would be worth my time, and all praised Drive: The Surprising Truth About What Motivates Us:

1 of 1 people found the following review helpful. Motivation may be counterintuitiveBy CameronsDaniel Pink researched what motivates people. His findings are that people must be paid well and be able to take care of their needs and their family's needs, yet after that, money is not a big motivator and can actually be a detractor.Pink demonstrates that the keys are:* Intrinsic Motivation (discussed the book "Flow" frequently)* Ability to be creative in aspects of work* Long-term thinking vs. Short-term thinking* Not setting performance goals (setting goals means

people set easier, attainable goals)It is an easy read; the reason for not 5 stars is that the book could use more substance and more how to implement in the workplace or even in one's own life. Maybe that's the next step.0 of 0 people found the following review helpful. Probably About YouBy Jo Ann Luke-MayThis book explores human motivation that probably defines you, but you didn't realize it. It presents the scientific evidence that working people are motivated from the inside out, and that they do their best work when they, not some outside authority (i.e., "the man"), decide what needs to be done and how it should be done. It also presents suggestions how we, as parents, teachers, employees and employers, can stimulate and encourage motivation that emanates from within the soul, not from any outside source. This book is a well written, provocative read.0 of 0 people found the following review helpful. IntriguedBy Yashwanth M.Ever felt the lack of motivation to do something? This book explains why you felt that? what you can do about it? I could relate to the books analysis of the workings of Human behaviour and response. Autonomy, mastery and purpose tripod is the stand on which the perennial camera of motivation rests. Very interesting and intriguing. Time will tell, if their is a motivation 4.0. Excellent read.

Forget everything you thought you knew about how to motivate people—at work, at school, at home. It's wrong. As Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) explains in his paradigm-shattering book *Drive*, the secret to high performance and satisfaction in today's world is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of our lives. He demonstrates that while the old-fashioned carrot-and-stick approach worked successfully in the 20th century, it's precisely the wrong way to motivate people for today's challenges. In *Drive*, he reveals the three elements of true motivation: *Autonomy—the desire to direct our own lives *Mastery—the urge to get better and better at something that matters *Purpose—the yearning to do what we do in the service of something larger than ourselves Along the way, he takes us to companies that are enlisting new approaches to motivation and introduces us to the scientists and entrepreneurs who are pointing a bold way forward. *Drive* is bursting with big ideas—the rare book that will change how you think and transform how you live.

"Pink makes a convincing case that organizations ignore intrinsic motivation at their peril." -Scientific American "Persuasive . . .Harnessing the power of intrinsic motivation rather than extrinsic remuneration can be thoroughly satisfying and infinitely more rewarding." -Miami Herald "These lessons are worth repeating, and if more companies feel emboldened to follow Mr. Pink's advice, then so much the better." -Wall Street Journal "Pink is rapidly acquiring international guru status . . . He is an engaging writer, who challenges and provokes." -Financial Times "Pink's ideas deserve a wide hearing. Corporate boards, in fact, could do well by kicking out their pay consultants for an hour and reading Pink's conclusions instead." -Forbes "Pink's deft traversal of research at the intersection of psychology and economics make this a worthwhile read-no sticks necessary." -SEED "[Pink] continues his engaging exploration of how we work." -Inc. Magazine "Pink's a gifted writer who turns even the heaviest scientific study into something digestible—and often amusing—without losing his intellectual punch." -New York Post "A worthwhile read. It reminds us that those of us on the right side of the brain are driven furthest and fastest in pursuit of what we love." -Minneapolis Star Tribune "Pink's analysis—and new model—of motivation offers tremendous insight into our deepest nature." -Publishers Weekly "Important reading...an integral addition to a growing body of literature that argues for a radical shift in how businesses operate." -Kirkus "Drive is the rare book that will get you to think and inspire you to act. Pink makes a strong, science-based case for rethinking motivation—and then provides the tools you need to transform your life." -Dr. Mehmet Oz, co-author of *YOU: The Owners Manual*About the AuthorDaniel H. Pink is the author of four provocative books -- including the long-running New York Times bestseller, *A Whole New Mind*, and the #1 New York Time bestseller, *Drive*. His books have been translated into 33 languages.