

Drive The Surprising Truth About What Motivates Us

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Drive The Surprising Truth About

Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of To Sell Is Human: The Surprising Truth About Motivating Others). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—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.

Drive: The Surprising Truth About What Motivates Us: Pink ...

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Drive : The Surprising Truth about What Motivates Us ...

Drive: The Surprising Truth About What Motivates Us is the fourth non-fiction book by Daniel Pink. The book was published in 2009 by Riverhead Hardcover. It argues that human motivation is largely intrinsic, and that the aspects of this motivation can be divided into autonomy, mastery, and purpose. He argues against old models of motivation driven by rewards and fear of punishment, dominated by extrinsic factors such as money.

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