



A Joosr Guide to... Drive by Daniel Pink: The Surprising Truth About What Motivates Us

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Rewarding good performance and punishing the not so good is so ingrained in our approach to management that it's hard to conceive of an alternative. But there is a better way to motivate-one that taps into our human nature and lets us thrive.

For centuries, people have praised great work with rewards, seeking to encourage solid performances and drive better results. But what worked in the past isn't necessarily the most effective method today. In Drive you'll get a fascinating look into the science of what really motivates us in the twenty-first century. With research representing years of behavioral science, Drive aims to forever change the way you inspire yourself and the people around you.

You will learn:

- Why motivating people with rewards might actually getting you worse results
- How Type I behaviors work with our inner desires to produce better work
- What factors need to combine to form a truly healthy workplace.

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