



Focus: Use Different Ways of Seeing the World for Success and Influence

By Heidi Grant Halvorson Ph. D.

Plume. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.1in. x 5.3in. x 0.7in. A must-read for anyone who wants to understand why they behave as they do. Art Markman, Ph. D. , author of Smart Thinking Do you play to win Or do you play not to lose As Tory Higgins and Heidi Grant Halvorson have discovered in their work at Columbia Universitys Motivation Science Center, everything we do is motivated either by a desire to be better off or to simply hang on to what weve got. And understanding the simple but crucial difference between the two can empower you to motivate yourself and influence everyone around you. Examining how promotion/prevention focus applies across a wide range of situations from selling products to managing employees to raising children to getting a second date Halvorson and Higgins show us how to identify, change, and use focus to get the results we want. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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