

PRAISE FOR ADAM GRANT'S
Give and Take "Give and Take
just might be the most
important book of this young
century. As insightful and
entertaining as Malcolm
Gladwell at his best, this book
has profound implications for
how we manage our careers,
deal with our friends and
relatives, raise our children,
and design our institutions.
This gem is a joy to read, and
it shatters the myth that greed

is the path to success.” —
Robert Sutton, author of *The No *sshole Rule* and *Good Boss, Bad Boss* “Give and Take is a truly exhilarating book—the rare work that will shatter your assumptions about how the world works and keep your brain firing for weeks after you’ve turned the last page.” —Daniel H. Pink, author of *Drive* and *A Whole New Mind* “Give and Take is brimming with life-changing

insights. As brilliant as it is wise, this is not just a book—it's a new and shining worldview. Adam Grant is one of the great social scientists of our time, and his extraordinary new book is sure to be a bestseller.” — Susan Cain, author of Quiet

“Give and Take cuts through the clutter of clichés in the marketplace and provides a refreshing new perspective on the art and science of success.

Adam Grant has crafted a unique, must-have toolkit for accomplishing goals through collaboration and reciprocity.”

—William P. Lauder, executive chairman, The Estée Lauder Companies Inc. “Give and Take is a pleasure to read, extraordinarily informative, and will likely become one of the classic books on workplace leadership and management. It has changed the way I see my personal and professional

relationships, and has encouraged me to be a more thoughtful friend and colleague.” —Jeff Ashby, NASA space shuttle commander “With Give and Take, Adam Grant has marshaled compelling evidence for a revolutionary way of thinking about personal success in business and in life. Besides the fundamentally uplifting character of the case he

makes, readers will be delighted by the truly engaging way he makes it. This is a must read.” —Robert Cialdini, author of Influence

“Give and Take is a brilliant, well-documented, and motivating debunking of ‘good guys finish last’! I’ve noticed for years that generosity generates its own kind of equity, and Grant’s fascinating research and engaging style have created not only a solid

validation of that principle but also practical wisdom and techniques for utilizing it more effectively. This is a super manifesto for getting meaningful things done, sustainably.” —David Allen, author of *Getting Things Done*

“Packed with cutting-edge research, concrete examples, and deep insight, *Give and Take* offers extraordinarily thought-provoking—and often surprising—conclusions about

how our interactions with others drive our success and happiness. This important and compulsively readable book deserves to be a huge success.” —Gretchen Rubin, author of *The Happiness Project* and *Happier at Home*

“One of the great secrets of life is that those who win most are often those who give most. In this elegant and lucid book, filled with compelling evidence and evocative

examples, Adam Grant shows us why and how this is so.

Highly recommended!” —

William Ury, coauthor of Getting to Yes and author of The Power of a Positive No

“Good guys finish first—and Adam Grant knows why. Give and Take is the smart surprise you can’t afford to miss.” —

Daniel Gilbert, author of Stumbling on Happiness “Give and Take is an enlightening read for leaders who aspire to

create meaningful and sustainable changes to their environments. Grant demonstrates how a generous orientation toward others can serve as a formula for producing successful leaders and organizational performance. His writing is as engaging and enjoyable as his style in the classroom.” — Kenneth Frazier, chairman, president, and CEO, Merck & Co., Inc. “In this riveting and

sparkling book, Adam Grant turns the conventional wisdom upside down about what it takes to win and get ahead. With page-turning stories and compelling studies, Give and Take reveals the surprising forces behind success and the steps we can take to enhance our own.” — Laszlo Bock, senior vice president of people operations, Google “Give and Take dispels commonly held

beliefs that equate givers with weakness and takers with strength. Grant shows us the importance of nurturing and encouraging prosocial behaviors.” —Dan Ariely, author of Predictably Irrational “Give and Take defines a road to success marked by new ways of relating to colleagues and customers as well as new ways of growing a business.” —Tony Hsieh, CEO,

Zappos.com and author of Delivering Happiness “Give and Take will fundamentally change the way you think about success. Unfortunately in America, we have too often succumbed to the worldview that if everyone behaved in their own narrow self-interest, all would be fine. Adam Grant shows us with compelling research and fascinating stories there is a better way.”
—Lenny Mendonca, director,

McKinsey & Co. “Adam Grant, a rising star of positive psychology, seamlessly weaves together science and stories of business success and failure, convincing us that giving is, in the long run, the recipe for success in the corporate world. En route you will find yourself reexamining your own life. Read it yourself, then give copies to the people you care most about in this world.” —Martin Seligman,

author of *Learned Optimism* and *Flourish* “Give and Take presents a groundbreaking new perspective on success. Adam Grant offers a captivating window into innovative principles that drive effectiveness at every level of an organization and can immediately be put into action. Along with being a fascinating read, this book holds the key to a more satisfied and productive

workplace, better customer relationships, and higher profits.” —Chip Conley, founder, Joie de Vivre Hotels and author of Peak and Emotional Equations “Give and Take is a game changer. Reading Adam Grant’s compelling book will change the way doctors doctor, managers manage, teachers teach, and bosses boss. It will create a society in which people do better by being

better. Read the book and change the way you live and work.” —Barry Schwartz, author of *The Paradox of Choice and Practical Wisdom*

“Give and Take is a new behavioral benchmark for doing business for better, providing an inspiring new perspective on how to succeed to the benefit of all. Adam Grant provides great support for the new paradigm of creating a win win for

people, planet, and profit with many fabulous insights and wonderful stories to get you fully hooked and infected with wanting to give more and take less.” —Jochen Zeitz, former CEO and chairman, PUMA

“Give and Take is a real gift. Adam Grant delivers a triple treat: stories as good as a well-written novel, surprising insights drawn from rigorous science, and advice on using those insights to catapult

ourselves and our organizations to success. I can't think of another book with more powerful implications for both business and life.” —Teresa Amabile, author of The Progress Principle “Adam Grant has written a landmark book that examines what makes some extraordinarily successful people so great. By introducing us to highly impressive individuals, he

proves that, contrary to popular belief, the best way to climb to the top of the ladder is to take others up there with you. Give and Take presents the road to success for the twenty-first century.” —Maria Eitel, founding CEO and president, the Nike Foundation “In an era of business literature that drones on with the same-old, over-used platitudes, Adam Grant forges into brilliant new

territory. Give and Take helps readers understand how to maximize their effectiveness and help others simultaneously. It will serve as a new framework for both insight and achievement. A must read!” —Josh Linkner, founder, ePrize, CEO, Detroit Venture Partners, and author of Disciplined Dreaming

“What The No *sshole Rule did for corporate culture, Give and Take does for each of us

as individuals. Grant presents an evidence-based case for the counterintuitive link between generosity and finishing first.” —Douglas Stone and Sheila Heen, coauthors of *Difficult Conversations* “Adam Grant is a wunderkind. He has won every distinguished research award and teaching award in his field, and his work has changed the way that people see the world. If you want to

be surprised— very pleasantly surprised—by what really drives success, then Give and Take is for you. If you want to make the world a better place, read this book. If you want to make your life better, read this book.” —Tal Ben-Shahar, author of Happier “In one of the most engaging and insightful books I’ve read in years, Adam Grant makes a persuasive argument for a counterintuitive approach to

success. Give and Take is an instant classic that should be read by anyone who wants to be more productive—and happier—in the office or at home.” —Noah Goldstein, author of Yes! “Give and Take is sensational, with fascinating insights on page after page. I learned much that I intend to incorporate into my life immediately. The lessons will not only make you a better person, they will make you

more capable of doing good for many people, including yourself.” —Rabbi Joseph Telushkin, author of Jewish Literacy and A Code of Jewish Ethics “Adam Grant is the first to define what has changed about relationships in a digital age—and he backs it up with empirical evidence. In Give and Take, he brilliantly demonstrates that in our deeply interconnected world, the roots of sustainable

success lie in creating success for those around you. It's one of those rare books that is both enlightening immensely practical. You'll want to read and revisit it every year." — Paul Saffo, managing director, Foresight and member, World Economic Forum Council on Strategic Foresigh