

Dbo2b [GET] Smarter Faster Better: The Secrets of Being Productive in Life and Business

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From the author of the New York Times best-selling phenomenon *The Power of Habit* comes a fascinating new book that explores the science of productivity, and why, in today's world, managing how you think - rather than what you think - can transform your life. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps - and becomes one of the most successful players in the world. A group of data scientists at Google embark on a four-year study of how the best teams function and find that how a group interacts is much more important than who is in the group - a principle, it turns out, that also helps explain why *Saturday Night Live* became a hit. A Marine Corps general, faced with low morale among recruits, reimagines boot camp - and discovers that instilling a "bias toward action" can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's *Frozen* are nearly out of time and on the brink of catastrophe - until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we see ourselves and frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive. At the core of *Smarter Faster Better* are eight key concepts - from motivation and goal setting to focus and decision making - that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics - as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters - this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways.

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