

# Read Online Smarter Faster Better: The Transformative Power of Real Productivity [PDF]

## Details:

**Author:** Charles Duhigg

**Format:** 380 pages

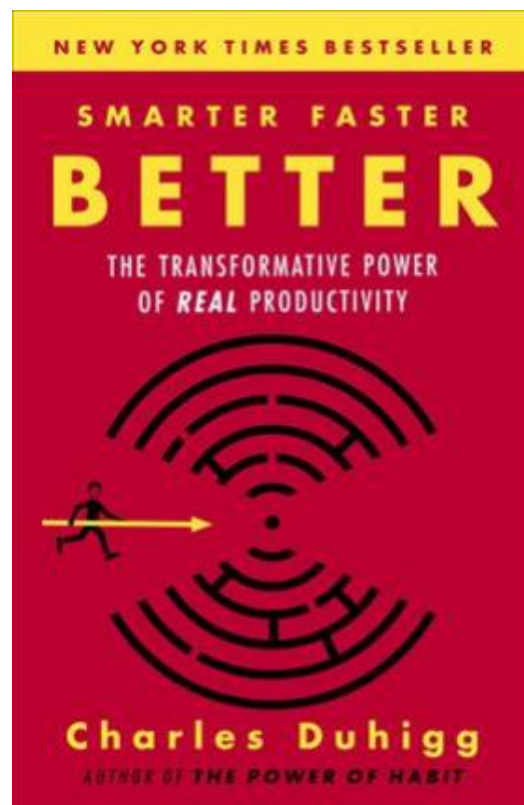
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## Description:

NEW YORK TIMES BESTSELLER • From the author of *The Power of Habit* comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think—with an appendix of real-world lessons to apply to your life.

At the core of *Smarter Faster Better* are eight key productivity 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.

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 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 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.

In *The Power of Habit*, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

Praise for *Smarter Faster Better*

“A pleasure to read . . . Duhigg's skill as a storyteller makes his book so engaging to read.”—The New York Times Book Review

“Not only will *Smarter Faster Better* make you more efficient if you heed its tips, it will also save you the effort of reading many productivity books dedicated to the ideas inside.”—Bloomberg Businessweek

“Duhigg pairs relatable anecdotes with the research behind why some people and businesses are not as efficient as others.”—Chicago Tribune

“The book covers a lot of ground through meticulous reporting and deft analysis, presenting a wide range of case studies . . . with insights that apply to the rest of us.”—The Wall Street Journal

## See also:

## Review Text

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“[Duhigg] looks at the numerous ways that people can become more effective, whether in improving motivation, setting goals, making decisions or thinking creatively . . . [He's] an effective storyteller with a knack for combining social science, fastidious reporting and entertaining anecdotes.”-The Economist

“Engagingly written, solidly reported, thought-provoking and worth a read.”-Associated Press

“Charles Duhigg is the master of the life hack.”-GQ

“A gifted storyteller, Duhigg . . . combines his reporting skills with cutting-edge research in psychology and behavioural economics to explain why some

companies and people get so much done, while some fail. Almost all books written in this genre are full of case studies and stories, but Duhigg's storytelling skills make this book memorable and persuasive. Duhigg succeeds in challenging our mindsets and existing thought processes. It is not just another productivity book. It is about making sense of overwhelming data we live with."-The Financial Express

"There are valuable lessons in Smarter, Faster, Better. . . . Duhigg is a terrific storyteller, and a master of the cliffhanger."-Financial Times

"As he did in *The Power of Habit*, Charles Duhigg melds cutting-edge science, deep reporting, and wide-ranging stories to give us a fuller, more human way of thinking about how productivity actually happens. He manages to reframe an entire cultural conversation: Being productive isn't only about the day-to-day and to-do lists. It's about seeing our lives as a series of choices, and learning that we have power over how we think about the world."-Susan Cain, author of *Quiet*

"A brilliant distillation of the personal and organizational behaviors that produce extraordinary results. Duhigg uses engaging storytelling to highlight fascinating research and core principles that we can all learn and use in our daily lives. A masterful must-read for anyone who wants to get more (and more creative) stuff done."-David Allen, author of *Getting Things Done*

"Charles Duhigg has a gift for asking just the right question, and then igniting the same curiosity in the rest of us. In *Smarter Faster Better* he finds provocative answers to a riddle of our age: how to become more productive (by two times, or even ten times) and less busy, how to be more effective in the world and more in control of our lives. Duhigg has rendered, yet again, a great service with his sharp, lucid prose."-Jim Collins, author of *Good to Great*

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## **About Charles Duhigg**

Charles Duhigg is a Pulitzer Prize-winning investigative reporter for *The New York Times* and the author of *The Power of Habit* and *Smarter Faster Better*. He is a winner of the National Academies of Sciences, National Journalism, and George Polk awards. A graduate of Harvard Business School and Yale College, he lives in Brooklyn with his wife and two children.