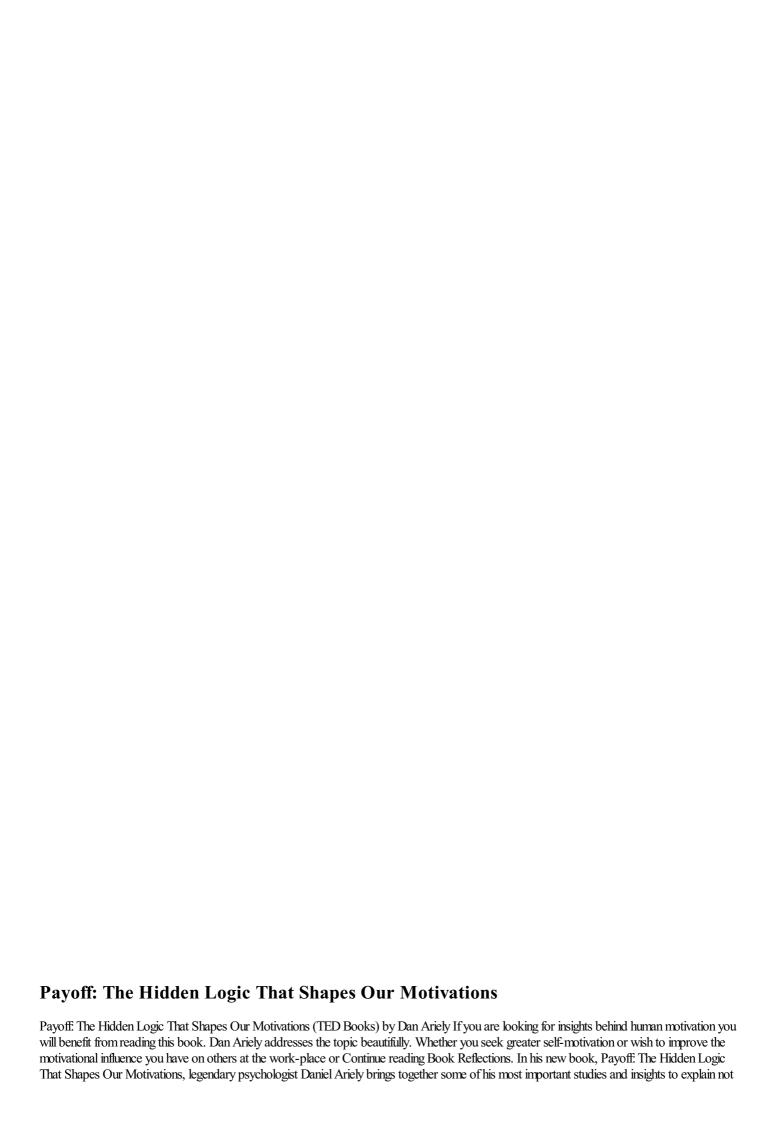
FREEPAYOFF: THE HIDDEN LOGIC THAT SHAPES OUR MOTIVATIONS EBOOK





 $Dan\ Ariely\ |\ 103\ pages\ |\ 15\ Nov\ 2016\ |\ Simon\ \&\ Schuster/\ Ted\ |\ 9781501120046\ |\ English\ |\ United\ States$



only why we do what we do, but how to more effectively use these elements to improve our productivity and the world around us. payoff: The hidden logiC ThaT shapes our moTivaTions. one's own dynastical motivations. As some-one who works to motivate ethical behavior among investment professionals, I recom-mend Ariely's specific suggestions because I believe they link our perspective, decisions, and actions to the greater good, dynastical or not. Mark Harbour, CPA.

TED Book: Payoff

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FIND YOUR HIDDEN WHY with THE HIDDEN WHY (THW)

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