



# Smarter Faster Better: The Secrets of Being Productive in Life and Business

*Charles Duhigg*

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# Smarter Faster Better: The Secrets of Being Productive in Life and Business

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**Smarter Faster Better: The Secrets of Being Productive in Life and Business** Charles Duhigg  
**NEW YORK TIMES BESTSELLER • From the author of *The Power of Habit* comes a fascinating 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.**

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.

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.

**Advance praise for *Smarter Faster Better***

“As he did in *The Power of Habit*, 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.”—**Susan Cain, author of *Quiet***

“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***

“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.”—**Jim Collins, author of *Good to Great***

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A lot of people always spent all their free time to vacation or maybe go to the outside with them household or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, or playing video games all day long. If you wish to try to find a new activity that's look different you can read any book. It is really fun for yourself. If you enjoy the book that you just read you can spent the entire day to reading a guide. The book Smarter Faster Better: The Secrets of Being Productive in Life and Business it doesn't matter what good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. When you did not have enough space to create this book you can buy often the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not to cover but this book offers high quality.

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What is your hobby? Have you heard in which question when you got pupils? We believe that that question was given by teacher for their students. Many kinds of hobby, Every individual has different hobby. And also you know that little person including reading or as reading become their hobby. You should know that

reading is very important along with book as to be the point. Book is important thing to increase you knowledge, except your teacher or lecturer. You get good news or update in relation to something by book. Amount types of books that can you choose to adopt be your object. One of them is niagra Smarter Faster Better: The Secrets of Being Productive in Life and Business.

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