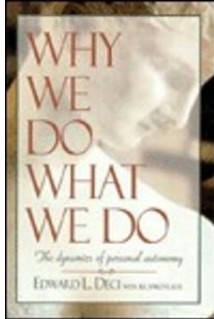


WHY WE DO WHAT WE DO



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A good overview of the author's research on the psychology of motivation. The first half of the book examines how deadlines, pressure, threats, and even rewards have the paradoxical effect of reducing intrinsic motivation on many tasks. This happens because people shift their attention to external incentives and penalties. However,...