



Focus: Use Different Ways of Seeing the World for Success and Influence

By Heidi Grant Halvorson Ph.D., E. Tory Higgins Ph.D.

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We all want to experience pleasure and avoid pain. But there are really two kinds of pleasure and pain that motivate everything we do. If you are promotion-focused, you want to advance and avoid missed opportunities. If you are prevention-focused, you want to minimize losses and keep things working. And as Tory Higgins has found in his groundbreaking research, if you understand how people focus, you have the power to motivate yourself and everyone around you.

Showing how promotion/prevention focus applies across a wide range of situations from selling products to managing employees to raising children to getting a second date, Halvorson and Higgins show us how to identify focus, how to change focus, and how to use focus exactly the right way to get results. Short, punchy, and prescriptive, *Focus* will help you see not just what's going on around you—but what's underneath.

Visit the author's website at www.heidigranthalvorson.com for a special pre-order giveaway.

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- Sales Rank: #328780 in eBooks
- Published on: 2013-04-18
- Released on: 2013-04-18
- Format: Kindle eBook



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Editorial Review

Review

“Insightful, thought-provoking, and highly practical, *Focus* is an invaluable resource for anyone who wants more deeply to understand how to motivate others.”

—Gretchen Rubin, author of *The Happiness Project*

“*Focus* is an exciting and important new book that brings motivational science to life in a remarkably practical way.”

—Daniel Gilbert, Ph.D., author of *Stumbling on Happiness*

“Nothing has changed the research conversation in social psychology in the last decade as much as Tory Higgins’s ideas about promotion and prevention. This book shows how promotion and prevention touch every aspect of our daily life from work to parenting.”

—Chip Heath and Dan Heath, authors of *Switch* and *Made to Stick*

“In anything-but-routine fashion, the authors describe a fundamental difference in the way we seek and achieve success. Their description is so wide-ranging yet integrative, so entertaining yet instructive that I am able to offer an assertion of my own: If you are one of those people who want to be successful, you should read this book.”

—Robert B. Cialdini, Ph.D., author of *Influence: Science and Practice*

“Every once in a while a book comes out that changes the way you see yourself, other people, and the world. This is one of those books. Read it.”

—Peter Bregman, author of *18 Minutes: Find Your Focus, Master Distraction, and Get the Right Things Done*

“Most people think that motivation gets them energized to act. *Focus* lifts up the hood on the motivational system and shows how competing motivations to achieve positive outcomes and avoid negative ones influence work, love, and parenting in unexpected ways. The book is filled with practical examples that make it a **must-read for anyone who wants to understand why they behave as they do.**”

—Art Markman, Ph.D. author of *Smart Thinking: Three essential keys to solve*

About the Author

Heidi Grant Halvorson is a social psychologist, author, and popular speaker. She is the author of *Succeed* and *Focus*.

E. Tory Higgins is the author of *Beyond Pleasure and Pain*. He is Stanley Schachter Professor of Psychology at Columbia University and Professor of Management at the Columbia Business School. Both authors live in New York City and are directors of Columbia University’s Motivation Science Center.

Users Review

From reader reviews:

Ilene Cody:

This book untitled Focus: Use Different Ways of Seeing the World for Success and Influence to be one of several books that best seller in this year, honestly, that is because when you read this e-book you can get a lot of benefit in it. You will easily to buy that book in the book store or you can order it through online. The publisher with this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Cell phone. So there is no reason to you to past this guide from your list.

Clarice Stephens:

A lot of people always spent their very own free time to vacation or even go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity this is look different you can read a new book. It is really fun for you. If you enjoy the book which you read you can spent the entire day to reading a book. The book Focus: Use Different Ways of Seeing the World for Success and Influence it is rather good to read. There are a lot of those who recommended this book. These were enjoying reading this book. Should you did not have enough space to develop this book you can buy typically the e-book. You can m0ore simply to read this book out of your smart phone. The price is not very costly but this book features high quality.

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