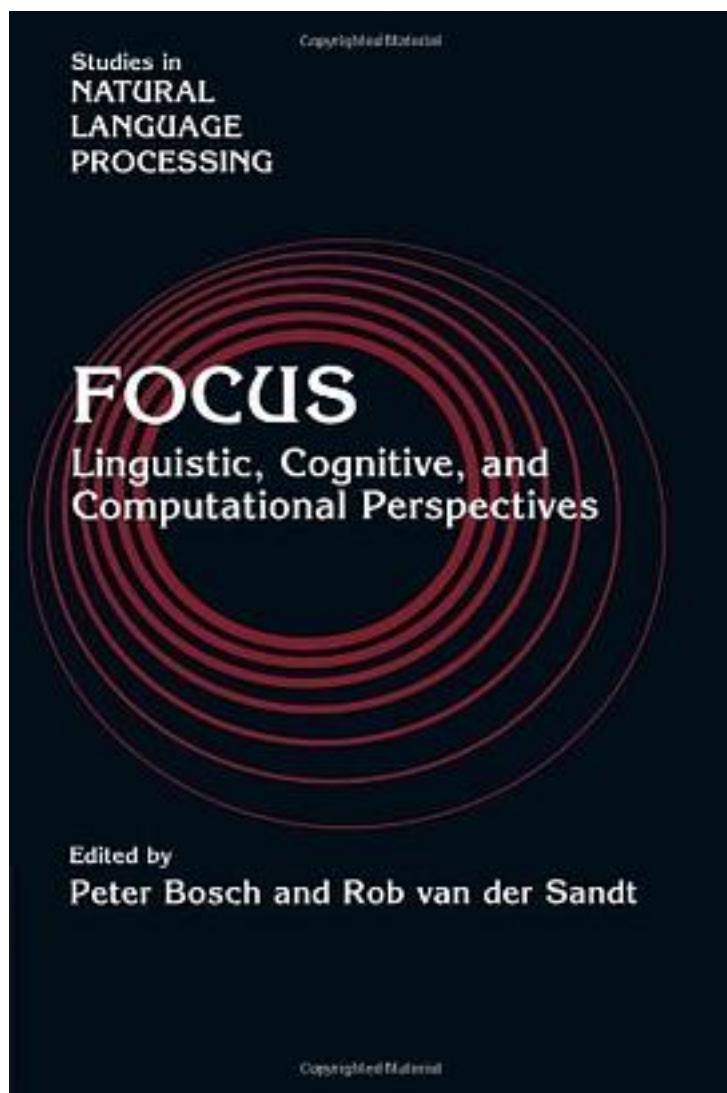


# Focus



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著者:Heidi Grant Halvorson Ph.D.

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“A must-read for anyone who wants to understand why they behave as they do.”  
—Art Markman, Ph.D., author of Smart Thinking

Do you play to win? Or do you play not to lose?

As Tory Higgins and Heidi Grant Halvorson have discovered in their work at Columbia University's Motivation Science Center, everything we do is motivated either by a desire to be better off or to simply hang on to what we've got. And understanding the simple but crucial difference between the two can empower you to motivate yourself and influence everyone around you. Examining 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, change, and use focus to get the results we want.

作者介绍:

Heidi Grant Halvorson is a social psychologist, and Associate Director of Columbia's Motivation Science Center. Her research has focused on understanding why some people give up when their goals give them trouble, while others can rise to the challenge. She is the author of SUCCEED, NINE THINGS SUCCESSFUL PEOPLE DO DIFFERENTLY, FOCUS, and THE EIGHT MOTIVATIONAL CHALLENGES. Through her books, articles, and her blogs (99u, Harvard Business Review, Psychology Today, Fast Company), she hopes to help people understand that ANYONE can reach their goals, and give them the scientifically-tested strategies they need to succeed.

In addition to her work as author and co-editor of the highly-regarded academic book The Psychology of Goals (Guilford, 2009), she has authored papers in her field's most prestigious journals, including the Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, European Journal of Social Psychology, and Judgment and Decision Making. She has received grants from the National Science Foundation for her research on goals and achievement. She also serves on the Board of Advisors for Columbia University Business School's Motivation Science Center. Her work has been praised by Carol Dweck, Matthew Kelly, Dr. Edward Hallowell, and Peter Bregman, among many others.

Dr. Grant Halvorson is a member of the Association for Psychological Science, and the Society for Personality and Social Psychology, and was recently elected a Fellow of the Society for Experimental Social Psychology. She gives frequent invited addresses and speaks regularly at national conferences, and is available for speaking engagements and workshops, primarily in education and management. She received her PhD from Columbia University.

You can contact Heidi at [heidi@heidigranthalvorson.com](mailto:heidi@heidigranthalvorson.com)

Visit her website at [www.heidigranthalvorson.com](http://www.heidigranthalvorson.com)

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