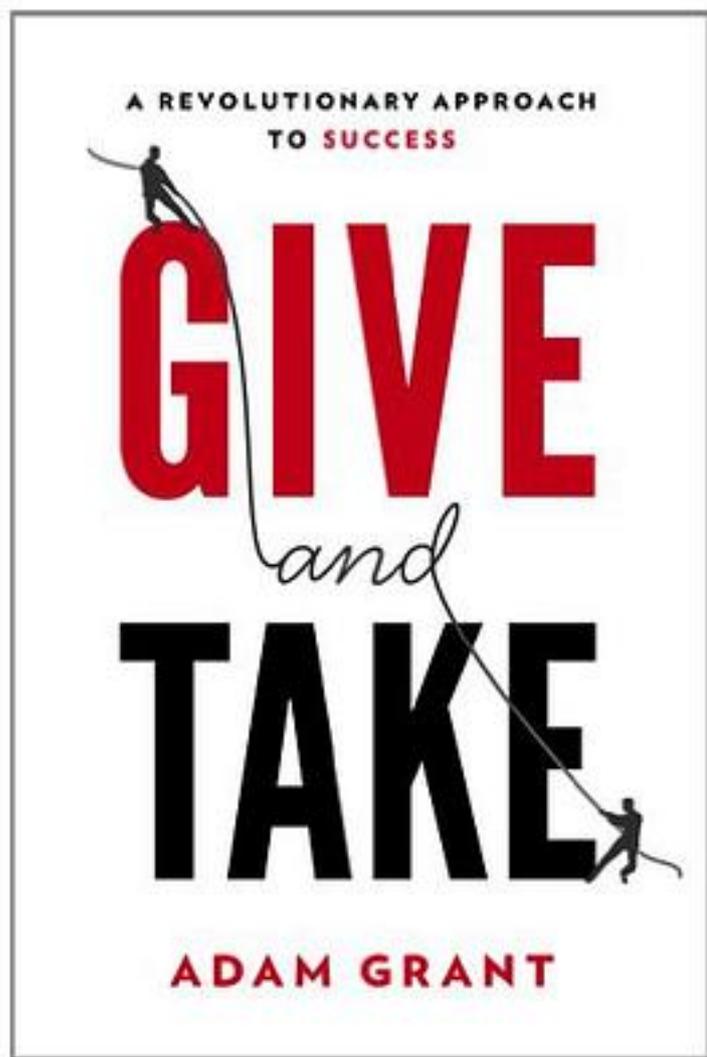


Give and Take



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著者:Adam M. Grant

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Overview

An innovative, groundbreaking book that will captivate readers of Malcolm Gladwell, Daniel Pink, *The Power of Habit*, and *Quiet*

For generations, we have focused on the individual drivers of success: passion, hard work, talent, and luck. But today, success is increasingly dependent on how we interact with others. It turns out that at work, most people operate as either takers, matchers, or givers. Whereas takers strive to get as much as possible from others and matchers aim to trade evenly, givers are the rare breed of people who contribute to others without expecting anything in return.

Using his own pioneering research as Wharton's youngest tenured professor, Grant shows that these styles have a surprising impact on success. Although some givers get exploited and burn out, the rest achieve extraordinary results across a wide range of industries. Combining cutting-edge evidence with captivating stories, this landmark book shows how one of America's best networkers developed his connections, why the creative genius behind one of the most popular shows in television history toiled for years in anonymity, how a basketball executive responsible for multiple draft busts transformed his franchise into a winner, and how we could have anticipated Enron's demise four years before the company collapsed-without ever looking at a single number.

Praised by bestselling authors such as Dan Pink, Tony Hsieh, Dan Ariely, Susan Cain, Dan Gilbert, Gretchen Rubin, Bob Sutton, David Allen, Robert Cialdini, and Seth Godin-as well as senior leaders from Google, McKinsey, Merck, Estee Lauder, Nike, and NASA-Give and Take highlights what effective networking, collaboration, influence, negotiation, and leadership skills have in common. This landmark book opens up an approach to success that has the power to transform not just individuals and groups, but entire organizations and communities.

Editorial Reviews

Publishers Weekly

Contrary to popular belief, good guys don't always finish last, and, in fact, an altruistic mindset can help people get ahead professionally. Whenever we interact with others in a business situation, we need to decide how to comport ourselves: focus on our own goals, or give without worrying what we'll get in return. A giving personality has the power to launch a career or deep-six it. Wharton professor Grant uses psychology and behavioral economics to explain how and why givers can succeed or fail. While takers are often very successful (Ken Lay, for example), they frequently lose credibility. Givers, on the other hand, are better salespeople and are more likely to be believed. Grant shares the stories and philosophies of givers and takers, including comedian George Meyer (a writer and executive producer for *The Simpsons*) and Craig Newmark of Craigslist. Through Grant acknowledges that taking is sometimes necessary, for most people, giving is not only the best way to succeed professionally, but to be happy. Ending with "actions for impact" so readers develop the right mix of mostly give and some take, Grant drives home programmer and networking genius Adam Rifkin's five-minute rule: "You should be willing to do something that will take you five minutes or less for anybody." Agent: Richard Pine, Inkwell Management. (Apr.)

Kirkus Reviews

A scholarly discussion on the push and pull of business ethics. Do good guys really finish last? Grant, an organizational psychologist and prominent Wharton professor, hopes to convince readers otherwise with a book chock full of testimonial stories from businessmen and social scientists on the pros and cons of both giver and taker mentalities. Attitudes in the workplace, he writes, tend to be predominantly of the "matcher" variety ("governed by even exchanges of favors"), whereby a reciprocal balance is strived for and looks good on paper but isn't always achieved. He notes that givers are looked upon as too soft and trusting, while takers are perceived as callous and hyperdominant. The author provides lively, supplemental case histories from industry givers and takers, like Enron scandal kingpin Kenneth Lay, benevolent online entrepreneur Adam Rifkin and Craigslist's Craig Newmark, as well as lawyers, hip-hop magnates, teachers and historical greats like Abraham Lincoln and Frank Lloyd Wright. Grant seeks to persuade readers that altruistic givers are too-often underestimated in the business arena, and while some play doormats, many become uniformly successful. He explores the productive nuances of business networking, customer-relationship-building, and practiced, effective communication. In cross matching their characteristics, Grant intimates that there are attributes to be gained in business and career management by being a giver or taker, but he recognizes that a smart combination of both will prove the most effective. He offers "Actions for Impact" to best apply his principles, and his approach is consistently prosocial for readers in every aspect of the business world. Slick strategies and a fresh approach for business professionals wishing to tip the scales of reciprocity.

作者介绍:

Adam Grant is the youngest tenured professor and single highest-rated teacher at The Wharton School. An award-winning researcher and teacher, his consulting and speaking clients include Google, the NFL, IBM, Citigroup, Merck, the World Economic Forum, the United Nations, and the U.S. Army, Navy, and Air Force. He has been honored as one of BusinessWeek's favorite professors and one of the world's top 40 business professors under 40. A leading expert in work and success, he has published more than fifty articles during the last five years in prominent psychology and management journals, including Harvard Business Review, and his studies have been highlighted in The New York Times, The Wall Street Journal, Time Magazine, and USA Today. He holds a Ph.D. in organizational psychology from the University of Michigan and a B.A. from Harvard University. He is a former record-setting advertising director, junior Olympic springboard diver, and professional magician. For more details, see www.giveandtake.com

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书评

Givers vs. Takers: The Surprising Truth about Who Gets Ahead Published: April 10, 2013
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