

From: Dan Ariely <[REDACTED]>

To: "[REDACTED]" <[REDACTED]>

Subject: Hi, and my new TED book

Date: Mon, 14 Nov 2016 23:38:51 +0000

PAYOFF

"Explore the jungle of motivation's true nature as well as our blindness to its strangeness and complexity."

- by Dan Ariely



Dear friend,

This week, together with TED, I'm publishing a book called *Payoff*. *Payoff* explores the diverse and complex nuances that drive us to behave one way or another.

In general, the research has shown that motivation is a profound topic that is far more complex than we previously imagined.

The goal of *Payoff* is to try and get us to understand the complexity and range of human motivation, so that we can create environments in which individuals are both more motivated, and find more meaning and joy in their work.

If you get *Payoff* and enjoy it, that's great. If not, I can only comfort you by telling you it's short – so at least the suffering won't be too long-lasting!

Irrationally Yours,

Dan



In partnership with:



This e-mail has been sent to [REDACTED], [click here to unsubscribe](#).