NEW TITLES IN BEHAVIORAL SCIENCES

PENGUIN PAPERBACK
“Provide[s] an accessible, empirically grounded guide to willpower and how best to de

“Drawing on twenty-first-century neuroscience and psychology, McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows that awareness of the limits of willpower is crucial to our ability to exercise true self control.”—Jeffrey M. Schwartz, co-author of The Willpower Instinct

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES

NEW TITLES FOR 2013

SMART THINKING
•
•
•

BEHAVIORAL SCIENCES
FOCUS

Focus: The Hidden Drivers of Success and Failure

Analyzing how promoters/professionals focus affects success in a wide range of situations from selling products to managing employees in large organizations, Halvorson and Higgins show how to identify focuses, how to use them successfully, and how to use them effectively to get results. “Halvorson and Higgins deliver a pioneering and timely guide that shows us how to get the most out of our mental energy.”—Harvard Business Review

$16.00 • 288 PP.

KELLY McGAJNAL

The Willpower Instinct

How Self-Control Works, Why It Matters, and What You Can Do to Get More of It

Showcasing his team of research scientists, Baumeister provides readers with a fascinating in-depth look into the world of willpower. “Baumeister has shown that the force metaphor has a kernel of neurobiological reality.”—The New York Times Book Review

$25.95 • 304 PP.

ROY F. BAUMEISTER AND JOHN TIERNEY

Willpower: Rediscovering the Greatest Human Strength

Foreword by Mark A. R.黜sman.

How to use focus exactly the right way to get results. “Analyzing how promotion/prevention focus applies across a wide range of situations from selling products to managing employees in large organizations, Halvorson and Higgins show how to identify focuses, how to use them successfully, and how to use them effectively to get results.”—Harvard Business Review

$16.00 • 288 PP.

Science 

New Titles for 2013
Focus
Use Different Ways of Seeing the World for Success and Influence
Avoiding howpromotion persuasion focuses appeals across a wide range of situations from selling products to managing employees to raising children to getting a second date. Haidt and Higgins show how a leader should shape, borrow, or help people to get more from their passions and to use those passions to enhance their lives.

“Haidt and Higgens” explore for difference in motivation, influence, and success, between those who apply pressure, great for you, for you, and those who influence people, great for the people they work, family, and society. “This book is a must-read.”—Steve Wilkos, author, The Steve Wilkos Show

HUDSON STREET PRESS HARDCOVER • $25.95 • 978-0-399-53775-2 • 272 PP.

KELLY McGONIGAL
Willpower
The Science of Instinct

How Self-Control Works, Why It Matters, and What You Can Do to Get More of It
McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows that we can harness the forces of willpower to overcome our worst cravings.

“McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows us how to harness the forces of willpower to overcome our worst cravings.”—The Wall Street Journal

PERIGEE PAPERBACK • $15.00 • 978-0-399-53786-6 • 272 PP.

HEIDI GRANT HALVORSON and E. TORY HIGGINS
Focus
Rediscovering the Greatest Human Strength

Analyzing how promotion/prevention focuses on appeals across a wide range of situations from selling products to managing employees to raising children to getting a second date. Haidt and Higgins show how a leader should shape, borrow, or help people to get more from their passions and to use those passions to enhance their lives.

“Haidt and Higgens” explore for difference in motivation, influence, and success, between those who apply pressure, great for you, for you, and those who influence people, great for the people they work, family, and society. “This book is a must-read.”—Steve Wilkos, author, The Steve Wilkos Show

HUDSON STREET PRESS HARDCOVER • $25.95 • 978-0-399-53775-2 • 272 PP.

KELLY McGONIGAL
Willpower
The Science of Instinct

How Self-Control Works, Why It Matters, and What You Can Do to Get More of It
McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows that we can harness the forces of willpower to overcome our worst cravings.

“McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows us how to harness the forces of willpower to overcome our worst cravings.”—The Wall Street Journal

PERIGEE PAPERBACK • $15.00 • 978-0-399-53786-6 • 272 PP.

ROY F. BAUMEISTER and JOHN TIERNEY
Willpower: Rediscovering the Greatest Human Strength

“Baumeister has shown that the force metaphor has a kernel of neurobiological reality. Willpower: Rediscovering the Greatest Human Strength is the book that explains why.”—Steven Pinker, author, The Better Angels of Our Nature

VIKING HARDCOVER • $26.95 • 978-0-670-02657-9 • 304 PP.

ART MARKMAN
Smart Thinking
Three Essential Keys To Solve Problems, Innovate, and Get Things Done

“Informative and engaging....Examines how the ‘shoulds’ of happiness not only under- mine our ability to get things done, but also make it hard for individuals to cope with the sometimes difficult realities of adulthood.”—The New York Times Book Review

PENGUIN PRESS HARDCOVER • $25.95 • 978-0-399-15437-4 • 288 PP.

SONJA LYUBOMIRSKY
Love 2.0
The Science of Becoming Musical at Any Age

“Guitar Zero is a marvel of scientific writing. A must-read for anyone interested in musical mind, the varieties of expert music teaching, and the deep pleasures of achieving musical competence.”—Eugene Narmour, University of Pennsylvania

PENGUIN PRESS HARDCOVER • $26.95 • 978-0-399-53772-1 • 256 PP.

BARBARA L. FREDRICKSON
We Feel, Think, Do, and Become: How Our Supreme Emotion Affects Everything

We all know love matters, but in this groundbreaking book psychology professor Barbara Fredrickson shows us how much. Even more than happiness and optimism, love holds the key to improving our mental and physical health as well as lengthening our lives.

“A prize-winning professor of psychology isolates the major turning points of adult life, looking to both successes and challenges to reveal that our misconceptions about the impact of such events is perhaps the greatest threat to our long-term well-being. Unforming and engaging....Shows how the power of happiness actually under- cuts our abilities to regulate and make important life decisions.”—Kirkus Reviews

HARDCOVER • $27.95 • 978-1-59463-099-6 • 320 PP.

GARY MARCUS
Guitar Zero: The Science of Becoming Musical at Any Age

On the eve of his fortieth birthday, Gary Marcus, an internationally renowned cognitive scientist with no discernible musical talent, becomes his own guinea pig to look at how the common impairment caused by music and language, the evolution of the minor version of expert music teaching, and the deep pleasures of achieving musical competence.”—Eugene Narmour, University of Pennsylvania

PENGUIN PRESS HARDCOVER • $26.95 • 978-0-399-15437-4 • 288 PP.

BARBARA L. FREDRICKSON
LOVE 2.0
Love, 2.0
How Our Supreme Emotion Affects Every- thing

What Shouldn’t Make You Happy, but Does
A prize-winning professor of psychology isolates the major turning points of adult life, looking to both successes and challenges to reveal that our misconceptions about the impact of such events is perhaps the greatest threat to our long-term well-being.

Informative and engaging....Examines how the ‘shoulds’ of happiness not only under- mine our ability to get things done, but also make it hard for individuals to cope with the sometimes difficult realities of adulthood.”—The New York Times Book Review

PENGUIN PRESS HARDCOVER • $25.95 • 978-0-399-15437-4 • 288 PP.

MARY KONNIKOVA
Mastermind: How to Think Like Sherlock Holmes

A New York Times Bestseller
A Pragmatic Guide to Improving Your Problem-Solving Skills.

“Art Markman, one of the world’s premier thinkers on problem solving, offers some extremely useful practical tools, Markman...teaches you how to learn. “—Jennifer Aaker, Stanford University

HARDCOVER • $25.95 • 978-1-59463-102-3 • 320 PP.

MARIA KONNIKOVA
Mastermind: How to Think Like Sherlock Holmes

A New York Times Bestseller
A Pragmatic Guide to Improving Your Problem-Solving Skills.

“Art Markman, one of the world’s premier thinkers on problem solving, offers some extremely useful practical tools, Markman...teaches you how to learn. “—Jennifer Aaker, Stanford University

HARDCOVER • $25.95 • 978-1-59463-102-3 • 320 PP.

ROY F. BAUMEISTER and JOHN TIERNEY
Willpower: Rediscovering the Greatest Human Strength

“Baumeister has shown that the force metaphor has a kernel of neurobiological reality. Willpower: Rediscovering the Greatest Human Strength is the book that explains why.”—Steven Pinker, author, The Better Angels of Our Nature

VIKING HARDCOVER • $26.95 • 978-0-670-02657-9 • 304 PP.

ART MARKMAN
Smart Thinking
Three Essential Keys To Solve Problems, Innovate, and Get Things Done

“Informative and engaging....Examines how the ‘shoulds’ of happiness not only under- mine our ability to get things done, but also make it hard for individuals to cope with the sometimes difficult realities of adulthood.”—The New York Times Book Review

PENGUIN PRESS HARDCOVER • $25.95 • 978-0-399-15437-4 • 288 PP.

SONJA LYUBOMIRSKY
Love 2.0
The Science of Becoming Musical at Any Age

“Guitar Zero is a marvel of scientific writing. A must-read for anyone interested in musical mind, the varieties of expert music teaching, and the deep pleasures of achieving musical competence.”—Eugene Narmour, University of Pennsylvania

PENGUIN PRESS HARDCOVER • $26.95 • 978-0-399-15437-4 • 288 PP.
Hazel Rose Markus and Alana Conner
Crash! A Cultural Conflict That Makes Us Who We Are
The leading cultural psychologist explores how our cultural backgro...的新书概览
ISBN: 978-0-670-02655-5 贸易版 $27.95

Adam Alter
Drunk Tank Pink
And Other Unexpected Forces That Shape How We Think, Feel, and Decide
Is anyone really in control of their thoughts and decisions? Adam Alter...的新书概览
ISBN: 978-0-14-312374-3 纸质版 $16.00

Larry Young and Brian Alexander
The Chemistry Between Us: Love, Sex, and the Data of Attraction
Physical attraction, “strong desire, enduring mutual loving,” all the behaviors that...的新书概览
ISBN: 978-0-14-312201-2 纸质版 $16.00

Alina Tugend
Better by Mistake: The Unexpected Benefits of Being Wrong
A “terrifically well-crafted exploration of the simple, bare, and...的新书概览
ISBN: 978-0-14-312055-1 纸质版 $16.00

Sai Gaddam and Ogi Ogas
A Billion Wicked Thoughts
What the Internet Tells Us About Sexual Behavior
The amazing, “sensationally opaque and revealing” new book...的新书概览
ISBN: 978-0-14-312272-9 纸质版 $16.00

Gail Collins
The Better Angels of Our Nature
For thirty years as an editor in The New York Times, Gail Collins has covered...的新书概览
ISBN: 978-0-14-312376-7 纸质版 $16.00

Cathy N. Davidson
Why We See It: How Technology and Brain Science Will Transform Our Healthcare in the 21st Century
Drawing on her research for the Rockefeller Foundation’s future of...的新书概览
ISBN: 978-0-670-02650-0 贸易版 $27.95

Paul J. Zak
The Moral Molecule: The Source of Love and Prosperity
From economics to evolutionary psychology, newfound science reveals how...的新书概览
ISBN: 978-0-14-312273-3 纸质版 $16.00

Bob Sullivan and Hugh Thompson
The Plateau Effect: Getting Stuck to Success
Identifying how people around the world are learning to think through...的新书概览
ISBN: 978-0-525-95675-6 贸易版 $28.00

Todd G. Buchholz
Why We Thrive in the Rat Race
Interweaving economic insights and edge-of-the-seat research from neuroscience to...的新书概览
ISBN: 978-0-14-312671-1 纸质版 $14.00

Daniel Akst
Temptation: Finding Self-Control in an Age of Excess
An insightful and illuminating investigation into the age-old pull of self-control...的新书概览
ISBN: 978-0-14-312054-4 纸质版 $16.00

John Kay
Obliquity: Why Our Goals Are Best Achieved Indirectly
In this revolutionary book, economist John Kay proves a notion that feels at...的新书概览
ISBN: 978-0-14-312053-7 纸质版 $16.00

Dan Gardner
Future Babble
Why Forecasting and Foresight Know Best
Drawing on an expert's psychology, political science, and behavioral econom...的新书概览
ISBN: 978-0-14-312373-4 纸质版 $16.00

Steven Pinker
The Better Angels of Our Nature
Why, in the history of the world, are we slowly becoming less violent?...的新书概览
ISBN: 978-0-14-312670-4 纸质版 $14.00

Winifred Gallagher
New: Understanding Our Need for Novelty and Change
The path to innovation begins here, in the discovery of how the long and secret...的新书概览
ISBN: 978-0-14-312202-0 纸质版 $16.00

Adam M. Grant
Give and Take: A Revolutionary Approach to Success
Getting from Stuck to Success
In this revolutionary book, economist John Kay proves a notion that feels at...的新书概览
ISBN: 978-0-14-312052-0 纸质版 $16.00

LARRY YOUNG and BRIAN ALEXANDER
The Chemistry Between Us: Love, Sex, and the Data of Attraction
Physical attraction, “strong desire, enduring mutual loving,” all the behaviors that...的新书概览
ISBN: 978-0-14-312273-3 纸质版 $16.00
NEW TITLES IN BEHAVIORAL SCIENCES

CATHY N. DAVIDSON

You Know It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century

Cathy N. Davidson is the author of The New Rules of Education and The Unlearning of School. Her current research concerns the impact of technology on education and work. She is a frequent speaker at major educational and business conferences around the world.

PENGUIN PAPERBACK • 202 PP. • 978-0-525-95281-7 • $16.00

WINIFRED GALLAGHER

New: Understanding Our Need for Novelty and Change


PENGUIN PAPERBACK • 272 PP. • 978-0-14-312201-2 • $16.00

ADAM M. GRANT

Give and Take: A Revolutionary Approach to Success

Adam M. Grant is a professor of economics at the Wharton School of the University of Pennsylvania. He is the bestselling author of Give and Take, Originals, and Arbiter of Genius. His research has been featured in The Wall Street Journal, The New York Times, and The Economist.

Hudson Street Press Hardcover • 320 PP. • 978-1-59420-320-6 • $27.95

LARRY YOUNG and BRIAN ALEXANDER

The Chemistry Between Us

Larry Young, one of the world’s leading experts in the field of neuroeconomics, and Brian Alexander, a professor of economic psychology and leader in the new field of neuroeconomics, have spent the past 20 years exploring the connections between human stories and research from labs around the world, the Chemistry Between Us is a revolutionary book that demonstrates how neuroscience reveals how we think, feel, and behave.

PENGUIN PAPERBACK • 320 PP. • 978-0-14-312126-8 • $26.95

ALINA TUGEND

Better by Mistake: The Unexpected Benefits of Being Wrong

Alina Tugend is a frequent contributor to The New York Times, People, The Wall Street Journal, and The Washington Post. She is the author of several books, including The High Note: An inspirational guide to professional success and Corporate Angel: How to Find Success and Fulfillment in Life and Business.

PENGUIN PAPERBACK • 272 PP. • 978-1-59448-567-1 • $16.00

BOB SULLIVAN and HUGH THOMPSON

The Plateau Effect: Getting from Stuck to Success

Bob Sullivan is a Silicon Valley entrepreneur and investor, a Wall Street Journal bestselling author, and an experienced executive. Hugh Thompson is a former US Marine and retired intelligence officer. They have used neuroscience to identify what drives companies to become stuck in the same place and how to break free.

PENGUIN PAPERBACK • 224 PP. • 978-0-14-312055-1 • $16.00

SAI GADAM and OSI OGAS

A Billion Wicked Thoughts: What the Internet Tells Us About Sexual Truths

Sai Gadam is an award-winning journalist and managing editor of Time. Ogi Ogas is a neuroscientist and the director of the lab at the Neural Systems and Decision Making Lab at the University of California, San Francisco. Their groundbreaking work has been published in the journal Nature.

PENGUIN PAPERBACK • 256 PP. • 978-0-14-312279-7 • $16.00

STEVEN PINKER

The Better Angels of Our Nature

Steven Pinker is a cognitive psychologist and a professor of brain and cognitive sciences at Harvard University. He is the author of The Better Angels of Our Nature: Why Violence Has Declined, which was named one of the ten best books of the year by the New York Times and the Wall Street Journal.

PENGUIN PAPERBACK • 352 PP. • 978-0-14-312011-1 • $16.00

TODD G. BUCHHOLZ

Rush: Why We Thrive in the Rat Race

Todd G. Buchholz is a Republican former member of the United States House of Representatives. He is a former White House economic advisor and a former U.S. Treasury official. His book, Rush, is a guide to a better, faster, and more productive life.

PENGUIN PAPERBACK • 288 PP. • 978-0-14-312147-2 • $14.00

DANIEL AKST

Future Babble

Daniel Akst is a writer and journalist who has covered science and technology for over 25 years. His book, Future Babble, is a critical look at how we predict the future and how we come to believe in it.

PENGUIN PAPERBACK • 288 PP. • 978-0-14-312147-2 • $14.00

JANE CARMEN, N.D.

The Six Extreme Actions

Jane Carmen, N.D. is a Naturopathic Doctor. Her book, The Six Extreme Actions, is a guide to a better, faster, and more productive life.

PENGUIN PAPERBACK • 320 PP. • 978-0-525-95279-1 • $18.00

HAZEL ROSE MARKUS and ALANA CONNER

Clash!: A Cultural Conflict That Makes Us Who We Are

Markus is a cultural psychologist and Conner is a cultural anthropologist. Their book, Clash!, is a guide to understanding cultural differences and how they shape our daily lives.

PENGUIN PAPERBACK • 224 PP. • 978-0-14-312147-2 • $16.00

ADAM ALTER

Drunk Tank Pink

Adam Alter is a professor of marketing and behavior at New York University. His book, Drunk Tank Pink, is a guide to understanding how our brains work and how we can use that knowledge to improve our decision-making.

PENGUIN PAPERBACK • 272 PP. • 978-0-14-312126-8 • $25.95
Sullivan and Thompson have identified a phenomenon that plagues us all, robbing us of empathy, happiness, and the kindness of strangers. In their accessible and electrifying book that reveals the origins of our most human qualities, Bob Sullivan and Brian T. Smith explore how our styles of exchanging value—empathy, happiness, and the kindness of strangers—are increasingly important factors in our success. Whether we're in a business setting or in our personal relationships, our ability to understand and respond to the needs of others is crucial. In This Is Your Brain on Music, Daniel J. Levitin, author of This Is Your Brain on Music, offers a fascinating exploration of the way music affects our brains. "—Daniel Levitin, author of This Is Your Brain on Music"

Overall, the book is a captivating read that provides valuable insights into the complex interactions between our brains and music. It is highly recommended for anyone interested in neuroscience, psychology, or simply those who love music and want to understand its profound impact on our lives.
CATHY N. DAVIDSON
Now You See It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century
Living learning research on how the brain learns and a breakthrough method called "NeuronPleaseAndDoIt" have helped one of the nation's top technology entrepreneurs discover "NeuroprAnnouncements" that make learning meaningful..."Starts where classic (Elkind) brain stuff leaves, offering new depth and information...will change the way we learn"—Janet Upton, author of "How We Believe." 

PENGUIN PAPERBACK • 202 PP. • 978-0-14-312324-4 • $16.00

WINIFRED GALLAGHER
New: Understanding Our Need for Novelt and Change
Ever since we discovered that we're more than mamam and sav,b the studies of a cognitive age...are astonishing their look at the way our he and the decisions we make are influeed by our need for variation.

With remarkable clarity and subtlety, Alkmar presents a new perspective on the need for variety in our lives. This is a book that will enlighten readers who wish to be ahead of the curve for understanding America's problems, Dan Akst's excellent and timely book. "—Daniel Akst, Ph.D., author of "From Here to There: America's Future"

PENGUIN PAPERBACK • 272 PP. • 978-0-14-312371-3 • $16.00

PAUL J. ZAK
The Moral Molecule: The Science of Love and Prosperity
From the invention of sex to the rise of global capitalism, love is no longer just a private emotion. It is the driving force of our social and economic systems. This book explores the science of love and the latest research on how it is connected to our brains. "—Daniel Levitin, author of "This Is Your Brain on Music"

VIKING HARDCOVER • 256 PP. • 978-0-670-01782-9 • $27.95

WINIFRED GALLAGHER
The Wall Street Journal
Getting from Stuck to Success
In this revolutionary book, economist John Kay proves a notion that feels at once paradoxical and compelling. He claims that "taller and smarter, it's what we love and need." The Wall Street Journal

PENGUIN PAPERBACK • 320 PP. • 978-0-14-312280-0 • $16.00

STEVEN PINK
The Better Angels of Our Nature
"People who talk about the extraordinary range of research and science is the most important thing we can do. "—Daniel Akst, author of "From Here to There: America's Future"

PENGUIN PAPERBACK • 352 PP. • 978-0-14-312618-6 • $16.00

BOB SULLIVAN and THOMPSON HUGHES
The Plateau Effect: Getting from Success to Exceptionalism
Idiots hear people around the world are learning a new trick through their plates—today's tallest and smartest, it's what we love and need. The Wall Street Journal

PENGUIN PAPERBACK • 260 PP. • 978-0-14-312361-9 • $16.00

LESLIE LEVINSON
Better by Mistake: The Unexpected Benefits of Being Wrong
How to tell if you're learning from your mistakes. This book is about the power of failure and its role in our growth and development. "—Daniel Pink, author of "Drive: The Surprising Truth About What Motivates Us"

PENGUIN PAPERBACK • 352 PP. • 978-0-14-312257-9 • $16.00

WINIFRED GALLAGHER
Now You See It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century
Living learning research on how the brain learns and a breakthrough method called "NeuronPleaseAndDoIt" have helped one of the nation's top technology entrepreneurs discover "NeuroprAnnouncements" that make learning meaningful..."Starts where classic (Elkind) brain stuff leaves, offering new depth and information...will change the way we learn"—Janet Upton, author of "How We Believe." 

PENGUIN PAPERBACK • 202 PP. • 978-0-14-312324-4 • $16.00