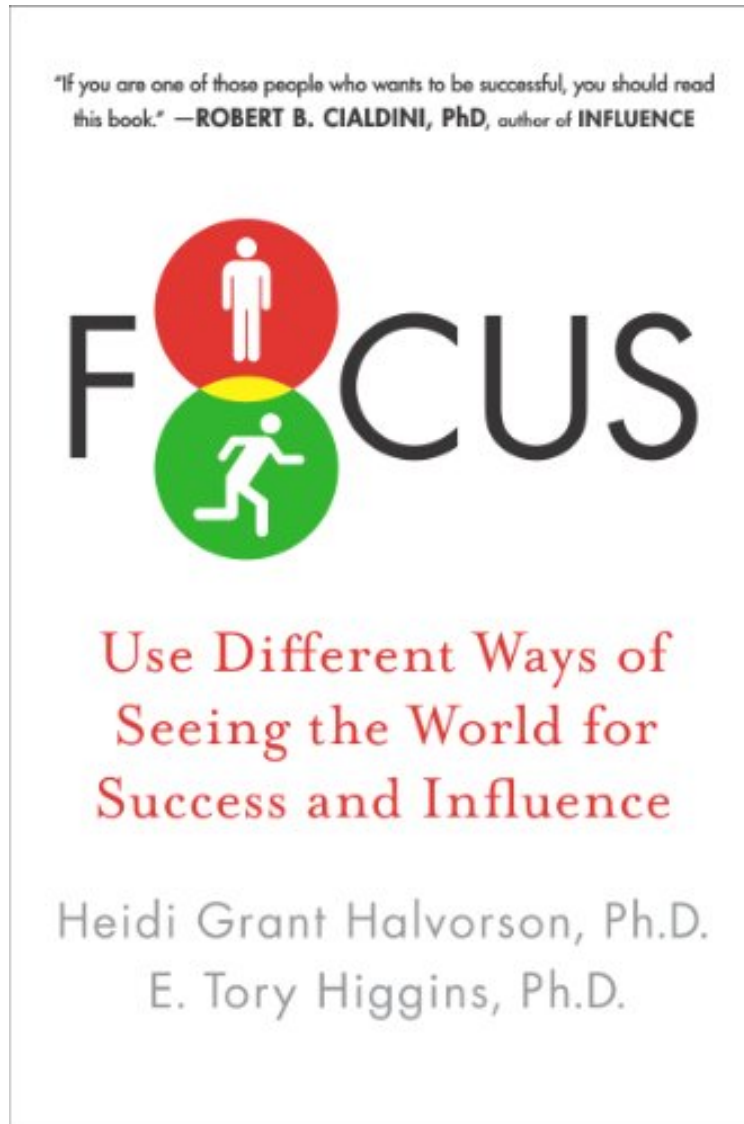


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## Focus: Use Different Ways of Seeing the World for Success and Influence

Heidi Grant Halvorson Ph.D., E. Tory Higgins Ph.D.  
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**Heidi Grant Halvorson Ph.D., E. Tory Higgins Ph.D. : Focus: Use Different Ways of Seeing the World for Success and Influence** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Focus: Use Different Ways of Seeing the World for Success and Influence:

47 of 48 people found the following review helpful. Fascinating Psychology of Influence and SuccessBy Book FanaticThis book is made of two parts. Part I is called Promotion and Prevention. Part II is called Motivational Fit. Part I takes up two-thirds of the book and is really good. This book is not about focus in the sense of concentration,

instead it's about a mindset that is broken into Promotion which is big picture and positive, and Prevention which is about being safe and negative. I really liked this first part and I think this is a fascinating and important idea in psychology. You learn the significant differences between the two mindsets and the very different ways they react and respond. This is very important to your own success and to the ability to influence others. Part II is about motivational fit and this is where the book bogged down for me. It was interesting at first but it was just too complicated and involved and ultimately I got bored reading it. It's all about how to influence others. I give Part I 5 stars and Part II 3 stars and thus end up with a 4 star overall rating. I recommend this book and think it will be useful to those who want to understand more about human behavior. Since this book doesn't have any preview options I supply the table of contents below so you can get an idea about the topics covered in the book.

Part I: Promotion and Prevention  
Chapter 1: Focused on the win, or Avoiding the Loss?  
Chapter 2: Why Optimism Doesn't Work for (Defensive) Pessimists  
Chapter 3: Focus on Work  
Chapter 4: Focus on Kids  
Chapter 5: Focus on Love  
Chapter 6: Focus on Making Decisions  
Chapter 7: Focus on Our World  
Chapter 8: Identifying and Changing Focus  
Part II: Motivational Fit  
Chapter 9: It's the Fit That Counts  
Chapter 10: The Triumph of the Fittest  
Chapter 11: Under the Influence  
Chapter 12: To Market  
Chapter 13: A Step-by-Step Guide to Creating Motivational Fit  
Epilogue

2 of 2 people found the following review helpful. "...there are two different and distinct sets of lenses we use to see the world..." p.227  
By Eddie Hutchinson  
Focus is a great complement to Halvorson's 2010 book, *Succeed: How We Can Reach Our Goals*. The opening chapters of *Focus* touch upon many of the topics of motivation (promotion-focused vs. prevention-focused) that were outlined in *Succeed*; most likely to build a foundation for those who haven't had the opportunity to read *Succeed*. If the first couple of chapters of *Focus* are a re-hash, then the remaining chapters most certainly are an extension of those ideas. Halvorson and Higgins present cases of motivational fit (and non-fit) from perspectives of: self-assessment, motivating kids employees, advertising purchasing, and message delivery, just to name a few. Once you've properly identified your audience's motivational focus, you'll learn the strategies one needs in order to influence them.

4 of 4 people found the following review helpful. Instantly Applicable  
By Allison C. Rimm  
This book brought instant clarity to some perplexing situations I've found myself in lately. Whether you are dealing with colleagues, bosses, children, spouses, friends, in-laws - or anyone else, *Focus* will give you new insights into why people do what they do and what motivates them. The notion that someone is either predominantly promotion-focused or prevention-focused is obviously true once these experts point it out to you. I used what I learned in this valuable book with a coaching client of mine the very day after reading it. This book is engaging and enlightening from the very first page. *Focus* will show you one very important aspect of what drives human behavior that you might well overlook. This is a must-read for anyone who needs to influence the behavior of others.

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](http://www.heidigranthalvorson.com) for a special pre-order giveaway.

"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.