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Smarter Faster Better: The Secrets of Being Productive in Life and Business

Charles Duhigg

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***NEW YORK TIMES* BESTSELLER • From the author of *The Power of Habit* comes a fascinating book that explores the science of productivity, and why managing *how* you think is more important than *what* you think—with an appendix of real-world lessons to apply to your life.**

At the core of *Smarter Faster Better* are eight key productivity concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently.

They view the world, and their choices, in profoundly different ways.

A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps—and becomes one of the most successful players in the world.

A group of data scientists at Google embark on a four-year study of how the best teams function, and find that *how* a group interacts is more important than *who* is in the group—a principle, it turns out, that also helps explain why *Saturday Night Live* became a hit.

A Marine Corps general, faced with low morale among recruits, reimagines boot camp—and discovers that instilling a "bias toward action" can turn even the most directionless teenagers into self-motivating achievers.

The filmmakers behind Disney's *Frozen* are nearly out of time and on the brink of catastrophe—until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time.

What do these people have in common?

They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive.

In *The Power of Habit*, Pulitzer Prize–winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

Praise for *Smarter Faster Better*

“A pleasure to read . . . Duhigg’s skill as a storyteller makes his book so engaging to read.”***—The New York Times Book Review***

“Not only will *Smarter Faster Better* make you more efficient if you heed its tips, it will also save you the effort of reading many productivity books dedicated to the ideas inside.”***—Bloomberg Businessweek***

“Duhigg pairs relatable anecdotes with the research behind why some people and businesses are not as efficient as others.”***—Chicago Tribune***

“The book covers a lot of ground through meticulous reporting and deft analysis, presenting a wide range of case studies . . . with insights that apply to the rest of us.”***—The Wall Street Journal***

From the Hardcover edition.

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Concepcion Bass:

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