

Baixar Livros Gratuitos Motivação 3.0 - Drive (PDF|ePub|Mobi|Mp3|Txt) Daniel H. Pink Amor



Baixar livros gratuitos Motivação 3.0 - Drive (PDF|ePub|Mobi|Mp3|Txt) Daniel H. Pink amor, Publicado em 37 línguas e um dos livros mais vendidos e influentes dos últimos tempos, *Motivação 3.0* mudou a compreensão das pessoas a respeito do que realmente nos move.

Muita gente acredita que a melhor maneira de motivar alguém é oferecer algum tipo de recompensa, como prêmios, promoções ou dinheiro.

Esta visão está errada, diz Daniel Pink. Segundo ele, o segredo da alta performance e da satisfação está ligado à necessidade essencialmente humana de aprender e criar coisas novas, ter autonomia e melhorar o mundo para nós e para os outros.

Com base em décadas de pesquisas científicas, Pink expõe neste livro o descompasso entre a ciência da motivação e as práticas corporativas, e explica como isso afeta todos os aspectos de nossa vida.

Examinando os três elementos da verdadeira motivação - autonomia, excelência e propósito -, o livro apresenta técnicas inteligentes e surpreendentes para colocar esses princípios em ação.

Além disso, traz histórias de empresas que adotaram estratégias inovadoras para motivar seus funcionários e de empreendedores que vêm trilhando caminhos alternativos na busca da realização e do alto desempenho.

"Conciso, impactante e encorajador." - *Los Angeles Times*

"Pink é um dos mais enérgicos escritores a repensar pressupostos de negócios há muito estabelecidos." - *The Wall Street Journal*

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