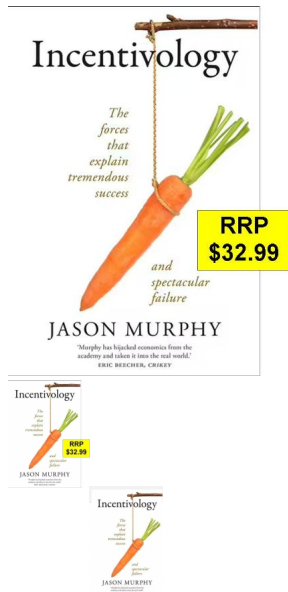


Incentivology - A Fab Read for DAD



This book is informative, entertaining, and engaging... it exceeds expectations! One fan suggests "Get your hands on a copy and astonish your mates by using some of the contents and concepts to charm and impress your friends." Dad will be a hit at the next dinner party after enjoying this read. See further details below...

Rating: Not Rated Yet

Price:

Variant price modifier:

Base price with tax: \$4.95

\$4.95

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Description

An Impressive read - Particularly at our Price... Normal RRP \$32.99!

(At the time of writing - the cheapest we could find elsewhere, was \$17.99 for a Used Copy!)

Rewards, Punishments, The Nobel Prize, Candy Crush...

Incentives take more forms than you might expect and they can be hard to spot, but they shape our lives in ways that we rarely examine.

Some incentives are obvious, like motivating yourself to exercise by publicly committing to losing the 'Covid Kilos'. But, many of the most powerful incentives are accidental, and invisible even to those who designed them.

Whether it's bounties for criminals or Instagrammable meals, training your dog or saving the planet, incentives regularly backfire, go missing, mutate and evolve. Without oversight, their unintended consequences can have very global effects.

With a lively, entertaining approach **Jason Murphy** explores the mechanisms behind many tremendous successes and spectacular failures in our history, culture and everyday lives, and shows us how to use (or lose) incentives in our world at large.