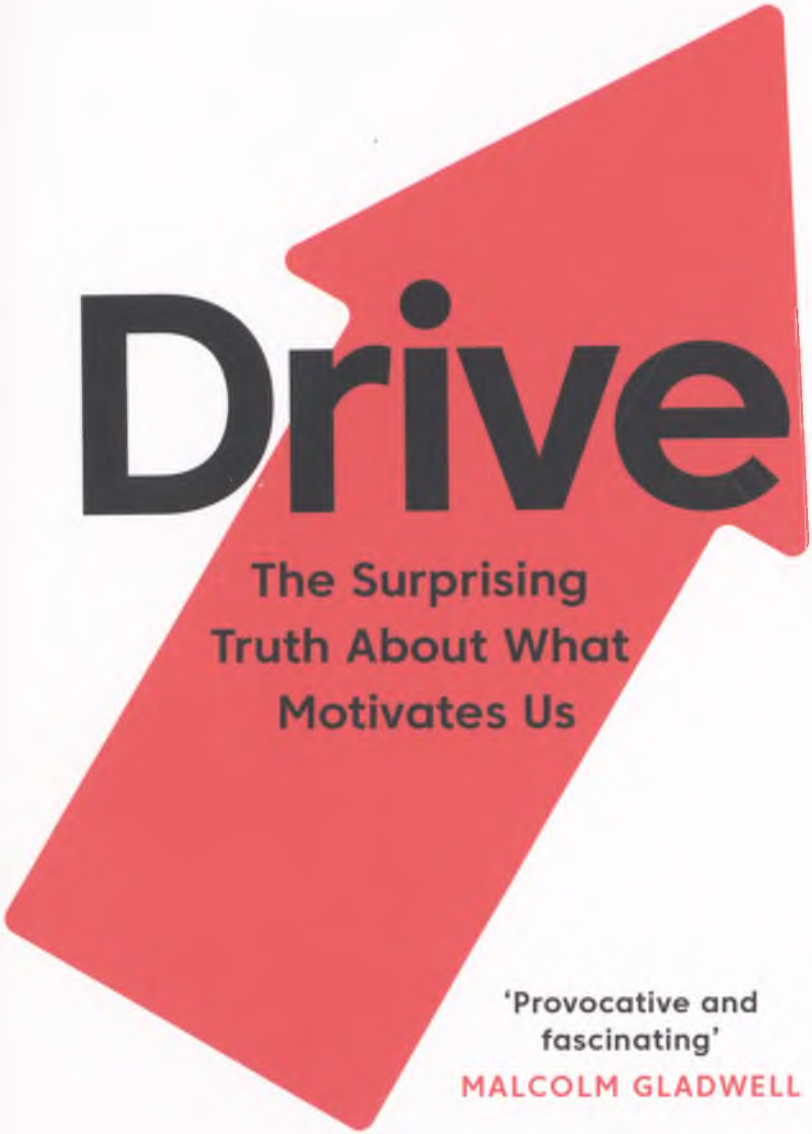


THE NEW YORK TIMES TOP 10 BESTSELLER



Drive

The Surprising
Truth About What
Motivates Us

'Provocative and
fascinating'

MALCOLM GLADWELL

Daniel H. Pink

2 MILLION COPIES SOLD WORLDWIDE



Daniel H. Pink is the author of several books, including the *New York Times* bestselling *When, To Sell is Human* and *A Whole New Mind*. His books have been translated into 35 languages and have sold more than 2 million copies worldwide. He lives in Washington D.C. with his wife and children.

danpink.com

'Inspiring' *Guardian*

'*Drive* drives a stake through the bedrock of classic "if-then" motivational theory. It demonstrates in an entertaining way how self-motivated rewards provide their own behavioural alchemy, exposing the mismatch between what science knows and business does'

JAMES BORG, author of *Persuasion: The Art of Influencing People*

'*Drive* is the rare book that will get you to think and inspire you to act. Pink makes a strong, science-based case for rethinking motivation – and then provides the tools you need to transform your life'

DR MEHMET OZ, co-author of *You: The Owner's Manual*

'Pink's ideas deserve a wide hearing. Corporate boards, in fact, could do well by kicking out their pay consultants for an hour and reading Pink's conclusions instead' *Forbes*

'A powerhouse' *USA Today*

'Pink's analysis – and new model – of motivation offers tremendous insight into our deepest nature' *Publishers Weekly*

'These lessons are worth repeating, and if more companies feel emboldened to follow Mr. Pink's advice, then so much the better'
Wall Street Journal

'Important reading . . . an integral addition to a growing body of literature that argues for a radical shift in how businesses operate'
Kirkus



Also by Daniel H. Pink

When

To Sell is Human

The Adventures of Johnny Bunko

A Whole New Mind

Free Agent Nation

Drive

**The Surprising
Truth About What
Motivates Us**

Daniel H. Pink



CANONGATE

This paperback edition published in Great Britain in 2018 by Canongate Books

First published in Great Britain in 2010 by Canongate Books Ltd,
14 High Street, Edinburgh EH1 1TE

canongate.co.uk

5

Copyright © Daniel H. Pink, 2009

The moral right of the author has been asserted

First published in the United States in 2009 by Riverhead Books, an imprint of
Penguin Group (USA) Inc., 375 Hudson St, New York, NY 10014, USA

'Sext', copyright © 1955 by W.H. Auden, from *Collected Poems* by W.H. Auden,
is reprinted by permission of Faber and Faber Ltd.

While the author has made every effort to provide accurate telephone numbers
and Internet addresses at the time of publication, neither the publisher nor
the author assumes any responsibility for errors, or for changes that occur after
publication. Further, the publisher does not have any control over and does not
assume any responsibility for author or third-party websites or their content.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available on
request from the British Library

ISBN 978 1 78689 170 9

Unless otherwise indicated, all illustrations in this book are by Rob Ten Pas

Printed and bound in Great Britain by Clays Ltd, Elcograf S.p.A

