



Mindset: The New Psychology of Success

Carol Dweck

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World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly groundbreaking idea—the power of our mindset.

Dweck explains why it's not just our abilities and talent that bring us success—but whether we approach them with a fixed or growth mindset. She makes clear why praising intelligence and ability doesn't foster self-esteem and lead to accomplishment, but may actually jeopardize success. With the right mindset, we can motivate our kids and help them to raise their grades, as well as reach our own goals—personal and professional. Dweck reveals what all great parents, teachers, CEOs, and athletes already know: how a simple idea about the brain can create a love of learning and a resilience that is the basis of great accomplishment in every area.

Praise for *Mindset*

“Everyone should read this book.”—**Chip and Dan Heath, authors of *Switch* and *Made to Stick***

“Will prove to be one of the most influential books ever about motivation.”—**Po Bronson, author of *NurtureShock***

“A good book is one whose advice you believe. A great book is one whose advice you follow. I have found Carol Dweck's work on mindsets invaluable in my own life, and even life-changing in my attitudes toward the challenges that, over the years, become more demanding rather than less. This is a book that can change your life, as its ideas have changed mine.”—**Robert J. Sternberg, IBM Professor of Education and Psychology at Yale University, director of the PACE Center of Yale University, and author of *Successful Intelligence***

“If you manage any people or if you are a parent (which is a form of managing people), drop everything and read *Mindset*.”—**Guy Kawasaki, author of *The Art of the Start* and the blog *How to Change the World***

“Highly recommended . . . an essential read for parents, teachers [and] coaches . . . as well as for those who would like to increase their own feelings of success and fulfillment.”—***Library Journal* (starred review)**

“A serious, practical book. Dweck's overall assertion that rigid thinking benefits no one, least of all yourself, and that a change of mind is always possible, is welcome.”—***Publishers Weekly***

“A wonderfully elegant idea . . . It is a great book.”—**Edward M. Hallowell, M.D., author of *Delivered from Distraction***

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