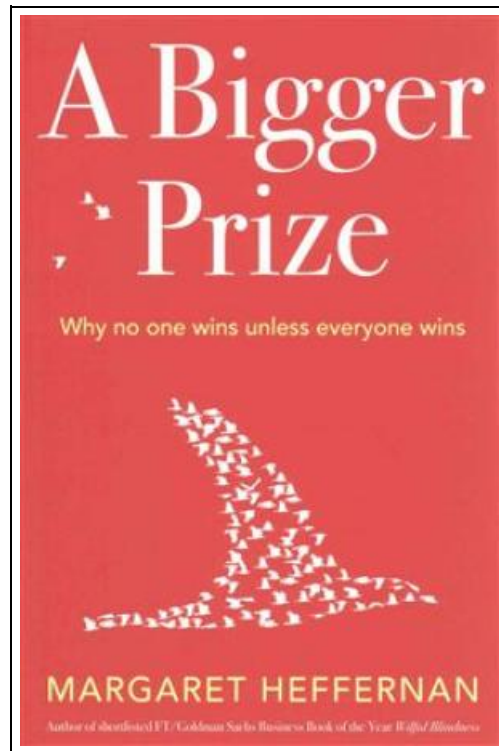


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(Ciara Senger)

A BIGGER PRIZE: WHY COMPETITION ISN'T EVERYTHING AND HOW WE DO BETTER



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Simon & Schuster, 2015. Paperback. Book Condition: New. 12.9 x 19.7 cm. The Olympics. X-Factor. The Rich List. The Nobel [Url removed]ywhere you look: competition - for fame, money, attention, status. Being top seems to be everything - but what is it costing all of us? We depend on competition and expect it to identify the best, make complicated decisions easy and to motivate the lazy and inspire the dreamers. But, as Margaret Heffernan shows in this eye-opening look at competition, competition regularly produces just what we dont want: rising levels of fraud, cheating, stress, inequality and political stalemate. Siblings wont speak to each other. Children burn out at school. Doping proliferates among athletes. Auditors and fund managers go to jail for insider trading. Winners seem to take all while the desire to win consumes all, inciting panic and despair. We now know that competition often doesnt work, that the best do not always rise to the top and the so-called efficiency of competition creates a great deal of waste. So what are our alternatives? What are the skills needed for creative collaboration and how do we hone them? Talking to scientists, musicians, athletes, entrepreneurs and executives, in the follow-up to her bestselling *Wilful Blindness*, Margaret Heffernan has discovered that, around the world, individuals and organizations are finding creative, cooperative ways to work that dont pit people against each other but support them in their desire to work together. While the rest of the world remains mired in pitiless sniping, racing to the bottom, the future belongs to the people and companies who have learned that they are greater working together than against one another. Some call that soft but its harder than anything theyve done before. They are the real winners, sharing a bigger prize. Paperback.



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