

Focus: use different ways of seeing the world for success and influence

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20451402&lokasi=lokal>

Abstrak

Details how two distinct approaches to pleasure and pain--promotion- and prevention-focused--offer insight into how to motivate and influence others, and describes how to both change focus and use focus to achieve specific results.