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# Mindset: The New Psychology of Success

By Carol S. Dweck



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Mindset: The New Psychology of Success By Carol S. Dweck

**Now updated with new research—the book that has changed millions of lives**

After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a *fixed mindset*—those who believe that abilities are fixed—are less likely to flourish than those with a *growth mindset*—those who believe that abilities can be developed. *Mindset* reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment.

In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

## Praise for *Mindset*

“A good book is one whose advice you believe. A great book is one whose advice you follow. This is a book that can change your life, as its ideas have changed mine.”—**Robert J. Sternberg, co-author of *Teaching for Wisdom, Intelligence, Creativity, and Success***

“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)**

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

“One of the most influential books ever about motivation.”—**Po Bronson, author of *NutureShock***

“If you manage people or are a parent (which is a form of managing people), drop everything and read *Mindset*.”—**Guy Kawasaki, author of *The Art of the Start 2.0***

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## Editorial Review

From Publishers Weekly

Mindset is "an established set of attitudes held by someone," says the Oxford American Dictionary. It turns out, however, that a set of attitudes needn't be so set, according to Dweck, professor of psychology at Stanford. Dweck proposes that everyone has either a fixed mindset or a growth mindset. A fixed mindset is one in which you view your talents and abilities as... well, fixed. In other words, you are who you are, your intelligence and talents are fixed, and your fate is to go through life avoiding challenge and failure. A growth mindset, on the other hand, is one in which you see yourself as fluid, a work in progress. Your fate is one of growth and opportunity. Which mindset do you possess? Dweck provides a checklist to assess yourself and shows how a particular mindset can affect all areas of your life, from business to sports and love. The good news, says Dweck, is that mindsets are not set: at any time, you can learn to use a growth mindset to achieve success and happiness. This is 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. (*On sale Feb. 28*) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

## Review

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*From the Hardcover edition.*

## About the Author

**Carol S. Dweck, Ph.D.**, is widely regarded as one of the world's leading researchers in the fields of personality, social psychology, and developmental psychology. She is the Lewis and Virginia Eaton Professor of Psychology at Stanford University, has been elected to the American Academy of Arts and Sciences and the National Academy of Sciences, and has won nine lifetime achievement awards for her research. She addressed the United Nations on the eve of their new global development plan and has advised governments on educational and economic policies. Her work has been featured in almost every major national publication, and she has appeared on *Today*, *Good Morning America*, and *20/20*. She lives with her husband in Palo Alto, California.

*From the Hardcover edition.*

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