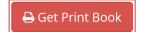




By Margaret Heffernan



A Bigger Prize: How We Can Do Better than the Competition By Margaret Heffernan



Co-winner of the 2015 Salon London Transmission Prize

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Competition runs through every aspect of our lives today. From the cubicle to the race track, in business and love, religion and science, what matters now is to be the biggest, fastest, meanest, toughest, richest.

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Editorial Review

Review

"Heffernan systematically deconstructs the social myths associated with hypercompetitiveness while providing a formidable case about how counterproductive, and even perverse, it can be...[She] considers the effects of hypercompetitiveness in the realms of family, education, sports, scientific research, and business and corporate leadership....The step-by-step accumulation of argument and evidence is overwhelming in its thoroughness and attention to detail."—*Kirkus*, **STARRED review**

"In this bold sociology of organizations, Heffernan sets her sights on an issue that cuts across industries, nations, and individuals: Why is our obsession with winning not only failing to deliver the benefits we expect, but leaving us ill equipped to solve the problems competition creates?..."A Bigger Prize" is an important call to build more collaborative, trustworthy and enduring institutions." —*New York Times Book Review*

About the Author

Margaret Heffernan is an entrepreneur, chief executive, and author of *Willful Blindness*, which was shortlisted for the *Financial Times*/Goldman Sachs Best Business Book award. Born in Texas, raised in Holland, and educated at Cambridge University, she produced prize-winning programs for the BBC before returning to the United States to run multimedia technology companies. She advises senior executives around the world and writes for *The Huffington Post, CBSMoneywatch*, and Inc.com.

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