



# A Bigger Prize: How We Can Do Better than the Competition

By Margaret Heffernan



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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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