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Driven: How Human Nature Shapes our Choices [Book]

Driven : How Human Nature Shapes Our Choices Hardcover - January 1, 2002 by Paul R. & Nitin Nohria Lawrence (Author)

Driven : How Human Nature Shapes Our Choices: Lawrence ...

Driven: How Human Nature Shapes Our Choices.San Francisco: Jossey-Bass, 2001.

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Driven: How Human Nature Shapes Our Choices - Book ...

In Driven: How Human Nature Shapes Our Choices, the authors combine the latest thinking from the biological and social sciences to lay out a new theory on human nature. The idea: We are all influenced and guided by four drives: acquiring, bonding, learning, and defending. In this excerpt, Lawrence and Nohria examine how an organization built around the four-drive theory might look.

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Here are 10 big ideas from Driven: How Human Nature Shapes Our Choices. 1. Human beings have four fundamental, biological drives: acquiring, bonding, learning, defending. We're in the business of helping our customers. Our customers are human beings, with wants, desires, and needs of their own.

Driven - Paul R. Lawrence and Nitin Nohria - Josh Kaufman

Gary B. Cohen. 5.0 out of 5 starsDriven: How Human Nature Shapes our Choices. Reviewed in the United States on June 17, 2009. Harvard Business School professors Lawrence and Nohria present a sociobiological theory of motivation directed to the business environment. They claim that humans possess four basic drives to acquire, to bond, to learn, and to defend.

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