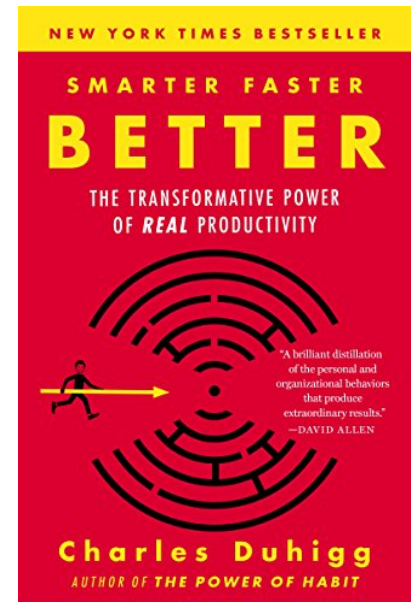


Smarter Faster Better Book Summary (PDF) by Charles Duhigg

Ready to learn the most important takeaways from Smarter Faster Better in less than two minutes? Keep reading!



Why This Book Matters:

Smarter Faster Better is the work of NY Times best-selling author and journalist Charles Duhigg. He uses his personal experiences and business research to tell the readers how productivity is not limited to only managing a to-do list but making the right decisions at the right times.

The Big Takeaways:

1. **Make choices to stay motivated and focused on reaching your long-term goals.**
 1. If According to Columbia University research, when people are more in control of their choices, they tend to succeed more at achieving long-term goals.
2. **Keep space open for distractions whenever pursuing a goal.**

1. Anything can happen at any time, taking your attention from your goals. The best way to deal is to be prepared for this.
3. **“Commitment Culture” in terms of trust and emotional relations helps people and their overall business success.**
 1. Companies that care most about their values and connectedness rather than high-headedness tend to succeed more.
4. **Providing your team with a sense of safety and value can help them achieve wonders.**
 1. Google’s Project Aristotle spent two years to find out how to make average teams achieve great results. They found out that a sense of safety and value is of utmost importance for team members.
5. **Using ancient concepts in novel ways is as fruitful as inventing a completely new idea.**
 1. Two researchers at Northwestern University in 2011 analyzed 17.9 million academic papers and found out that the most innovative ideas are already established concepts approached in new ways.

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