

## Driven How Human Nature Shapes Our Choices Paul R Lawrence

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Driven: How Human Nature Shapes our Choices. In this astonishing, provocative, and solidly researched book, two Harvard Business School professors synthesize 200 years of thought along with the latest research drawn from the biological and social sciences to propose a new theory, a unified synthesis of human nature.

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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.

### 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.

### Amazon.com: Customer reviews: Driven: How Human Nature ...

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