

# GRATIS A mente influente (epub, PDF, Mobi)

## Tali Sharot Baixar



Coleção Origem. Respostas avançadas para perguntas fundamentais.

Na era do big data, é tentador presumirmos que informação clara e direta basta para convencer pessoas e impulsionar mudanças políticas e comportamentais. Mas infelizmente as coisas não são tão simples, argumenta a renomada neurocientista Tali Sharot. Ela nos mostra como a emoção tende a dominar a razão quando o assunto é tomada de decisões. Parte do nosso trabalho diário como seres humanos é influenciar os outros. Fazemos isso porque cada um tem experiências e conhecimentos únicos, que outros não têm. Mas será que desempenhamos bem esse papel? Não é raro recorrermos, sistematicamente, a comportamentos ineficazes ao tentar mudar crenças e comportamentos alheios. Muitos desses instintos não funcionam, porque são incompatíveis com a maneira de a mente operar.

Sharot escreve, por exemplo, sobre o surpreendente fato de que apenas 39% dos funcionários de hospitais lavam as mãos corretamente. Um estudo descobriu que colocá-los sob

câmeras de vigilância não melhorou o quadro, mas instalar um placar digital comparando quantos seguiam corretamente o protocolo em cada turno aumentou a observância das regras para 90%. Essa melhora dramática combina a nova tecnologia com a psicologia antiga: o reforço positivo (ser informado de que está fazendo bem o seu trabalho) costuma influenciar o comportamento muito mais do que a punição. Isso também dá às pessoas um maior senso de controle, que é mais motivador que o senso de restrição.

A autora revela o poder oculto da influência, para o bem ou para o mal, e nos permite identificar instâncias em que sucumbimos a ilusões. Amparada nas mais recentes pesquisas em neurociência e psicologia, ela fornece uma nova visão do comportamento humano e nos mostra que qualquer tentativa de mudança só será bem-sucedida se estiver combinada com os elementos principais que governam o funcionamento de nossos cérebros.

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# Top 15 Melhores Bri Livros [FREE]:

## [PDF] Mister



<http://media.beebok.info/br-1459426526/mister.html>

Uma nova história de amor apaixonante escrita pela autora que arrebatou milhões de corações no mundo todo com a Trilogia Cinquenta tons de cinza Depois de vender 7 milhões de livros só no Brasil e de ter três de suas obras transformadas em filmes de...

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## [PDF] O milagre da manhã



<http://media.beebok.info/br-1155673257/o-milagre-da-manha.html>

Conheça o método simples e eficaz que vai proporcionar a vida dos sonhos — antes das 8 horas da manhã! Hal Elrod explica os benefícios de acordar cedo e desenvolver todo o nosso potencial e as nossas habilidades . O milagre da manhã permite que o leitor...

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## [PDF] A sutil arte de ligar o f\*da-se



<http://media.beebok.info/br-1293280123/a-sutil-arte-de-ligar-o-f-da-se.html>

Chega de tentar buscar um sucesso que só existe na sua cabeça. Chega de se torturar para pensar positivo enquanto sua vida vai ladeira abaixo. Chega de se sentir inferior por não ver o lado bom de estar no fundo do poço. Coaching, autoajuda, desenvolvimento pessoal,...

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## [PDF] Game enthusiasts(2)



<http://media.beebok.info/br-1467865128/game-enthusiasts-2.html>

Although many game enthusiasts are competing to sign up, it is really a game with life as a stake. Only real game enthusiasts can pass the strict assessment of the stunt company and be fortunate to be a member of this game.

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## [PDF] Game enthusiasts(1)



<http://media.beebok.info/br-1467863518/game-enthusiasts-1.html>

Although many game enthusiasts are competing to sign up, it is really a game with life as a stake. Only real game enthusiasts can pass the strict assessment of the stunt company and be fortunate to be a member of this game.

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## [PDF] Rivers and lakes(2)



<http://media.beebok.info/br-1467811412/rivers-and-lakes-2.html>

A good muscular, is a standard muscular man, in the team known as the King of Great Power, even I dare not touch his fist.

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## [PDF] Peak Hacker(2)



<http://media.beebok.info/br-1467808761/peak-hacker-2.html>

He knows that three years ago, he had reached a high level in the hacker world. This height is not attainable by ordinary people. Although I am also a software institute, the level of programming, the arithmetic of analyzing and solving problems are not within my reach

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## [PDF] Rivers and lakes(1)



<http://media.beebok.info/br-1467808212/rivers-and-lakes-1.html>

A good muscular, is a standard muscular man, in the team known as the King of Great Power, even I dare not touch his fist.

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## [PDF] Peak Hacker(1)

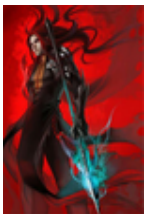


<http://media.beebok.info/br-1467801961/peak-hacker-1.html>

He knows that three years ago, he had reached a high level in the hacker world. This height is not attainable by ordinary people. Although I am also a software institute, the level of programming, the arithmetic of analyzing and solving problems are not within my reach

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## [PDF] Time and space(2)

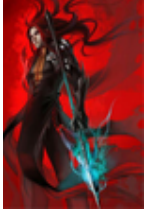


<http://media.beebok.info/br-1467707831/time-and-space-2.html>

As my breathing became calm, I turned on the fluorescent lamp at the end of the bed, sat up at the edge of the bed, pulled out a cigarette and held it on my lips. The lighter turned smoothly on the right hand for two turns, and then lit a faint blue flame

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## [PDF] Time and space(1)

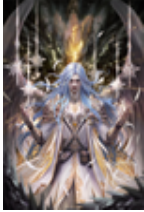


<http://media.beebok.info/br-1467707338/time-and-space-1.html>

As my breathing became calm, I turned on the fluorescent lamp at the end of the bed, sat up at the edge of the bed, pulled out a cigarette and held it on my lips. The lighter turned smoothly on the right hand for two turns, and then lit a faint blue flame

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## [PDF] God made(2)



<http://media.beebok.info/br-1467675265/god-made-2.html>

It's been more than a week since I came to this city. I still can't adapt to the phenomenon of heavy traffic on the roads. Fortunately, not even the roadways and alleys are polluted by the exhaust gas from cars, otherwise my sensitive nose will be really unbearable

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## [PDF] God made(1)



<http://media.beebok.info/br-1467673427/god-made-1.html>

It's been more than a week since I came to this city. I still can't adapt to the phenomenon of heavy traffic on the roads. Fortunately, not even the roadways and alleys are polluted by the exhaust gas from cars, otherwise my sensitive nose will be really unbearable

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## [PDF] Evening embankment



<http://media.beebok.info/br-1467667077/evening-embankment.html>

She has a beautiful appearance, white skin, a pure and straightforward personality. Her black and white eyes show her cleverness.

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## [PDF] Ice Wind Valley(1)



<http://media.beebok.info/br-1467861818/ice-wind-valley-1.html>

I'm quiet here, but even so, life around me is always turbulent. It's full of barbarian aggression and war against goblins, as well as dangerous tundra snow apes and polar giant worms.

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