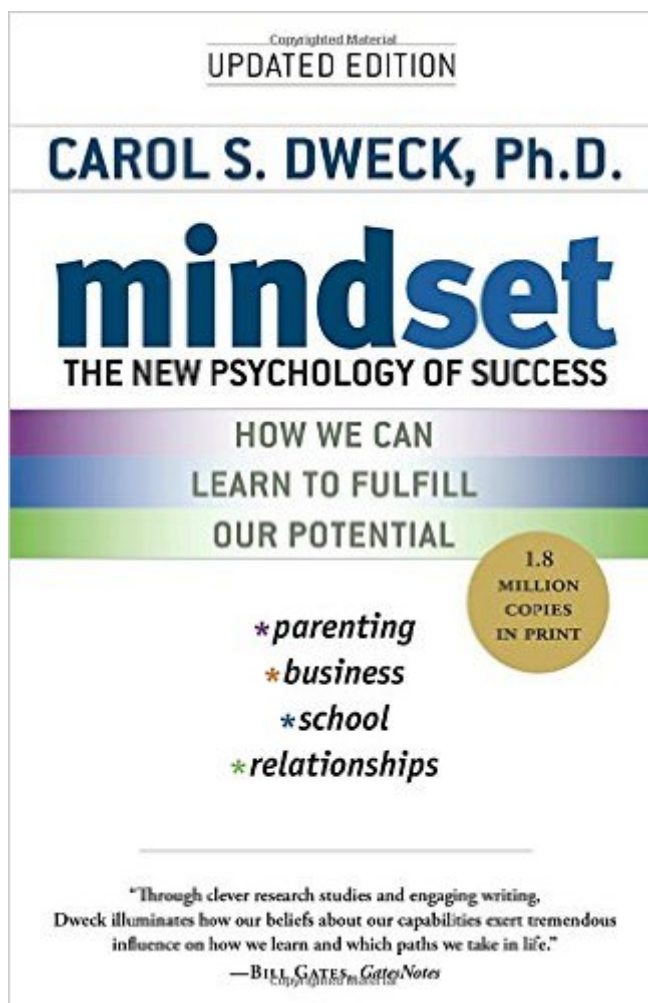


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Mindset: The New Psychology Of Success



Synopsis

Now updated with new research – the book that has changed millions of lives After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset – those who believe that abilities are fixed – are less likely to flourish than those with a growth mindset – those who believe that abilities can be developed. *Mindset* reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love – to transform their lives and your own. Praise for *Mindset* “A good book is one whose advice you believe. A great book is one whose advice you follow. This is a book that can change your life, as its ideas have changed mine.” – Robert J. Sternberg, co-author of *Teaching for Wisdom, Intelligence, Creativity, and Success* “An essential read for parents, teachers [and] coaches . . . as well as for those who would like to increase their own feelings of success and fulfillment.” – *Library Journal* (starred review) “Everyone should read this book.” – Chip Heath and Dan Heath, authors of *Made to Stick* “One of the most influential books ever about motivation.” – Po Bronson, author of *NurtureShock* “If you manage people or are a parent (which is a form of managing people), drop everything and read *Mindset*.” – Guy Kawasaki, author of *The Art of the Start 2.0*

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Customer Reviews

Mindset is "an established set of attitudes held by someone," says the Oxford American Dictionary. It turns out, however, that a set of attitudes needn't be so set, according to Dweck, professor of psychology at Stanford. Dweck proposes that everyone has either a fixed mindset or a growth mindset. A fixed mindset is one in which you view your talents and abilities as... well, fixed. In other words, you are who you are, your intelligence and talents are fixed, and your fate is to go through life avoiding challenge and failure. A growth mindset, on the other hand, is one in which you see yourself as fluid, a work in progress. Your fate is one of growth and opportunity. Which mindset do you possess? Dweck provides a checklist to assess yourself and shows how a particular mindset can affect all areas of your life, from business to sports and love. The good news, says Dweck, is that mindsets are not set: at any time, you can learn to use a growth mindset to achieve success and happiness. This is a serious, practical book. Dweck's overall assertion that rigid thinking benefits no one, least of all yourself, and that a change of mind is always possible, is welcome. (On sale Feb. 28) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

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•Robert J. Sternberg, co-author of [Teaching for Wisdom, Intelligence, Creativity, and Success](#)
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“If you manage people or are a parent (which is a form of managing people), drop everything and read [Mindset](#).”
•Guy Kawasaki,

author of *Å The Art of the Start 2.0* From the Hardcover edition.

I was looking forward to reading this for months, and had a mixed reaction when I finally did. The book is valuable for its conceit: that there are two types of mind-sets; the growth and the fixed. The growth is the one to have if you want to thrive in life, career, relationships, etc. People are formed early on into one mindset or the other, but can change to the valuable growth mindset if they put themselves to the task. This is incredibly important and the book's value stands on this assertion alone. All of this can be summed up in a single chapter, or a scientific paper tweaked for the lay reader. The problem is that this argument is stretched thin to become a "book" and Dweck's writing doesn't maintain enough interest on its own and is often clunky, sentimental and obvious at times. I'm sure this happens a lot when a notable scientist, psychologist, etc is given a book deal and needs to expand it to justify a full-length book when something shorter would suffice to most readers (exceptions are brilliant writers like Daniel Kahneman and Daniel Gilbert, etc). So *Midset* is a mixed bag. The real gift here is the conceit. Read it because it has value. It's an informational book, but not a great book.

I first came across the author in a TED video. Her talk about how "not yet" generates far more power than "fail" was interesting and I decided to buy her book to further read into her studies. The book in general is an interesting piece of work. I like the way she describes the "growth mindset". However, most of the book seems to focus on discussing the difference between "fixed mindset" and "growth mindset" applied to different fields. So it does get very predictable and tedious. There is far not enough discussion about how to better develop the "growth mindset". It is like the author uses the entire book to emphasize how important "growth mindset" is but doesn't really offer much help. In particular, I don't like how she attributes every corporate failure to "fixed mindset". I think it is way too generalizing and over-simplifying.

This book deals with the idea that there are two points of view when someone is trying to accomplish some endeavor, one is that you could be born with the talent to achieve what you want and if not, it is not your destiny to be able to accomplish this task (fixed mindset), and the other one is the fact that if you face obstacle in anything like a job, a relationship, etc. you have simply to work hard to achieve your goal. This book shows how many famous guys that we think are innate talented indeed needed to work a lot practicing failing one, two and many times until they achieved success, this is the flexible mind set and if you have this attitude toward any obstacle you can really

be successful, on the contrary if you don't like to be exposed to failure or being taken out of your comfort zone you have the fixed mindset and probably never will rise to your full potential, the flexible mindset enjoys challenges instead of avoid them, enjoys research and hard work, you must learn that these are the way you reach mastery on any task you engage, the author makes a good job explaining and giving many examples on how yourself, and education should be oriented to teach how people thinking this way (flexible mindset). Although I don't consider this book extremely exceptional, the general idea is very powerful, probably some practical drills on how to practice this mindset would be helpful, overall a good reading

Reading this book has given me pause. Now I question my interactions with my soldiers, if I am training them as well as I can be, or if I am setting them up with the identity mindset. This book goes well as the glue in a lot of the positive psychology books that I've read. Mindset is a key component in optimism, grit, and more. It isn't a new concept, Marcus Aurelius, Seneca, and the Stoics talk about one's mindset. This book is complimentary to Stoic teachings, and both of which fit well within a military culture.

Finally, understood why my hubby struggles so much. He has a fixed mindset according to how it is described in this book. The best part is that he understood how this has affected him and he has applied what he read in this book and has begun to make progress on some of his problem areas. It also helped us to understand some of our areas of friction. While I am trying to encourage growth and understanding, he gets irritated because this is not his perspective. We are still working at this, but are finally making progress.

This is a thoughtful, logical, and observational book that has changed my perspective on myself and my peers in the workplace (and without). I'm using with my "coach" at work as a development tool, but it is totally useful in my personal life also. I'd highly recommend it.

I liked many of the examples use to illustrate how fixed mindsets we all acquired as children continue to operate as adults to our disadvantage .The alternative, especially appealing to those of us with a rough large dose of negative fixed mindset parenting, is well developed with learning in the moment and phrasing ones responses in interpersonal interactions to focus on helping others learn as well.

Reading this book made me realize how much I did to protect my narrow and fixed mindset, how I toiled to prove my intelligence and try to look smart when really it stunted my growth and made me avert challenges. This book brings a simple but powerful perspective, and it worth the time to read through. Highly recommend.

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