

# be smarter be first or cheat

**be smarter be first or cheat** is a phrase that encapsulates the critical choices individuals and organizations face in competitive environments. Whether in business, academics, or personal development, the pressure to succeed quickly can lead to a dilemma: should one outthink the competition, strive to be the first to market or achieve, or resort to unethical shortcuts like cheating? This article explores the implications of these strategies, emphasizing the importance of intelligence, timing, and integrity. By understanding the benefits and risks associated with being smarter, being first, or cheating, readers can make informed decisions that align with ethical standards and long-term success. The discussion includes practical approaches to enhancing smart strategies, the real value of being first, and the consequences of cheating in various contexts. The following sections will provide a detailed analysis of these themes to guide strategic choices effectively.

- The Importance of Being Smarter
- The Advantage of Being First
- The Risks and Consequences of Cheating
- Strategies to Be Smarter and First Without Cheating

## The Importance of Being Smarter

Being smarter in any competitive arena means leveraging knowledge, creativity, and strategic thinking to outperform others. Intelligence is not just about raw intellect but also about applying critical thinking, problem-solving, and innovation. When individuals or companies adopt smarter approaches, they optimize resources, anticipate challenges, and create sustainable advantages.

## Defining Smart Strategies

Smart strategies involve using data-driven decisions, continuous learning, and adaptive planning. These tactics enable competitors to navigate complex environments with precision and agility. Being smarter also entails understanding customer needs, market trends, and technological advancements to stay ahead.

## Benefits of Being Smarter

Employing smarter methods can lead to improved efficiency, higher quality outputs, and stronger competitive positioning. It reduces the reliance on luck and instead builds a foundation for consistent success. Organizations that prioritize intelligence often foster innovation cultures, attracting talented individuals and enabling long-term growth.

## Examples of Smarter Approaches

- Utilizing advanced analytics to guide product development
- Implementing agile project management for faster adaptation
- Investing in employee education and knowledge sharing
- Forming strategic partnerships to leverage complementary strengths

## The Advantage of Being First

Being first to market or first to achieve a goal can offer significant competitive advantages, including brand recognition, customer loyalty, and market share. The "first-mover advantage" is a well-documented phenomenon that can set the tone for future successes. However, this advantage requires speed, decisiveness, and sometimes considerable risk-taking.

## What Does Being First Mean?

Being first refers to launching a product, service, or innovation before competitors or taking a leadership role in a specific domain. It often involves pioneering new ideas or technologies that shape industry standards.

## Advantages of Being First

First movers often benefit from:

- Establishing strong brand recognition early
- Capturing early adopters and loyal customers

- Setting industry benchmarks and standards
- Gaining control over scarce resources or distribution channels

## **Challenges of Being First**

Despite its benefits, being first can also involve higher costs, risks of market uncertainty, and the burden of educating consumers. Additionally, followers can learn from first movers' mistakes and improve upon their offerings.

## **The Risks and Consequences of Cheating**

Cheating represents an unethical shortcut that some individuals or organizations may consider to gain an unfair advantage. While it may seem tempting in the short term, cheating carries significant risks, including reputational damage, legal penalties, and loss of trust.

## **Forms of Cheating**

Cheating can manifest in various ways depending on the context, such as plagiarism in academics, fraud in business, or doping in sports. Each form undermines the integrity of the competitive environment and often violates rules and laws.

## **Consequences of Cheating**

The repercussions of cheating can be severe and long-lasting. They include:

- Legal actions and financial penalties
- Permanent damage to personal or corporate reputation
- Loss of customer or stakeholder trust
- Disqualification or bans from participation in competitive fields

# **Why Cheating Is Not a Sustainable Strategy**

While cheating might produce short-term gains, it ultimately erodes the foundation of fairness and merit. Sustainable success depends on ethical conduct and respect for rules, which foster trust and credibility in any industry.

## **Strategies to Be Smarter and First Without Cheating**

Combining intelligence with timely execution can create powerful competitive advantages without resorting to unethical means. Organizations and individuals can adopt various strategies to be smarter and first ethically and effectively.

### **Investing in Research and Development**

Continuous investment in R&D drives innovation and helps develop unique products or services ahead of competitors. This approach enables being first without compromising ethics.

### **Enhancing Decision-Making Processes**

Using data analytics, market research, and scenario planning improves decision-making quality. These smart practices accelerate time-to-market and reduce risks associated with being first.

### **Building Agile and Adaptive Teams**

Agility in team structure and processes allows rapid response to market changes and competitor moves. Empowered teams can innovate and execute faster, establishing first-mover advantages ethically.

### **Fostering a Culture of Integrity**

Promoting ethical behavior and transparency ensures all efforts to be smarter and first align with moral standards. This culture strengthens reputation and builds long-term trust.

## **Key Practices to Implement**

1. Encourage continuous learning and skill development

2. Leverage technology to automate and optimize workflows
3. Engage customers early for feedback and co-creation
4. Establish clear ethical guidelines and compliance programs
5. Monitor competitor activities to anticipate market shifts

## **Frequently Asked Questions**

### **What does the phrase 'be smarter, be first or cheat' mean?**

The phrase suggests three approaches to achieving success: using intelligence and strategy, acting quickly to get ahead, or resorting to dishonest methods. It highlights the importance of being clever and proactive but also warns against unethical behavior.

### **Is it better to be smarter or be first in competitive situations?**

Both being smarter and being first have advantages. Being smarter allows for better decision-making and long-term success, while being first can provide immediate advantages. Ideally, combining intelligence with timely action yields the best results.

### **Why do some people choose to cheat instead of being smarter or faster?**

Some individuals may cheat due to pressure, lack of confidence in their abilities, or desire for quick results. Cheating is often seen as a shortcut but carries ethical risks and potential long-term consequences.

### **How can one develop the mindset to 'be smarter' rather than resort to cheating?**

Developing a growth mindset, focusing on learning, practicing critical thinking, and seeking knowledge can help individuals become smarter. This approach encourages integrity and sustainable success without unethical shortcuts.

### **What are the consequences of choosing to cheat in academic or professional settings?**

Cheating can lead to loss of trust, damage to reputation, disciplinary actions, and missed opportunities for genuine learning and growth. It undermines personal integrity and can have long-term negative effects on

one's career.

## **Can being first sometimes lead to mistakes due to rushing?**

Yes, acting too quickly without sufficient planning or understanding can result in errors. Being first is advantageous only when combined with careful preparation and smart decision-making.

## **How does technology impact the idea of 'be smarter, be first or cheat'?**

Technology accelerates the pace of competition, making it important to be fast and smart. However, it also creates new opportunities and temptations for cheating, such as plagiarism or hacking, emphasizing the need for ethical standards.

## **Are there ethical ways to gain a competitive edge without cheating?**

Yes, ethical ways include continuous learning, innovation, strategic planning, effective time management, and collaboration. These methods build sustainable advantages without compromising integrity.

## **How can organizations promote a culture of 'be smarter, be first' without encouraging cheating?**

Organizations can foster a culture of innovation, reward ethical behavior, provide training, set clear guidelines against cheating, and emphasize long-term success over short-term gains to encourage smart and timely actions ethically.

## **Additional Resources**

### *1. Outsmart: How to Be Smarter Than the Competition*

This book dives into strategies for enhancing cognitive skills and decision-making to gain an edge in competitive environments. It explores psychological tricks, memory techniques, and problem-solving frameworks that help readers think faster and more effectively. Practical exercises and real-world examples make it a guide for anyone looking to boost their intellectual performance.

### *2. First Mover Advantage: How to Win by Being First*

Focused on the principle of capitalizing on early entry, this book outlines how being the first in a market or field can lead to long-term success. It examines case studies from tech startups to established corporations, highlighting the benefits and risks of moving quickly. Readers learn how to identify opportunities where speed matters and how to maintain their lead.

### *3. The Art of the Shortcut: Smart Ways to Cheat the System*

This provocative book explores ethical and unethical shortcuts people take to succeed faster. It discusses the psychology behind cheating, bending rules, and exploiting loopholes while considering the consequences.

Readers are encouraged to reflect on when taking shortcuts is strategic versus detrimental.

#### 4. *Brain Hacks: Techniques to Outsmart Anyone*

Offering a collection of mental exercises and cognitive hacks, this title helps readers sharpen their intellect and social skills. It covers memory enhancement, persuasive communication, and critical thinking to help users stay ahead in competitive settings. The book is filled with actionable tips to implement daily.

#### 5. *Winning the Race: How to Be First in Any Competition*

This motivational guide breaks down the mindset and tactics necessary to finish first in sports, business, and personal goals. It emphasizes discipline, preparation, and strategic thinking as keys to outperforming rivals. Inspirational stories illustrate how winners maintain focus and adapt under pressure.

#### 6. *Cheat Code: Unlocking Success with Smart Strategies*

Using the metaphor of video game cheat codes, this book presents unconventional strategies to accelerate career and personal growth. It encourages creative problem solving and leveraging unexpected resources to bypass common obstacles. Readers gain insight into thinking outside the box to gain advantages.

#### 7. *Speed Thinking: How to Make Decisions Faster and Smarter*

A guide to improving rapid decision-making skills without sacrificing quality, this book is ideal for leaders and professionals. It teaches techniques for filtering information quickly and trusting intuition when appropriate. The author combines neuroscience research with practical advice to help readers act decisively.

#### 8. *Be the First: Mastering the Power of Initiative*

Highlighting the importance of initiative, this book shows how taking the lead can open doors and create opportunities. It offers tools for overcoming fear, building confidence, and influencing others to follow your vision. Through compelling examples, readers learn how to position themselves as pioneers.

#### 9. *The Clever Edge: Outsmarting Challenges with Smart Tactics*

This book provides strategies for navigating complex problems and competitive scenarios with intelligence and creativity. It focuses on adaptability, strategic planning, and clever problem-solving methods. Readers are encouraged to develop a mindset that seeks advantage through insight rather than brute force.

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In *Advanced Futures Trading Strategies*, Robert Carver provides a complete practical guide to 30

trading strategies for the futures markets. The strategies cover more than 100 tradable instruments and draw on over 50 years of historic data, and are suitable for both discretionary and systematic traders. The strategies begin with the most basic, and progress to more advanced strategies, including trading calendar spreads, breakouts, trend following, fast mean reversion, and many more. For each strategy, Robert describes: How and why it works. Detailed rules for putting the strategy into practice. Past performance from historical data. Historic strategy behaviour and risk. And throughout the book, building up step by step, Robert explains other essential aspects of effective futures trading, including: How to properly calculate profits and assess performance. How to measure and forecast risk. How to calculate trading costs. The trading capital you need for specific futures instruments. How to decide which instrument to trade. Diversifying by using multiple strategies together. And much, much more. Advanced Futures Trading Strategies is the definitive practical guide to futures trading strategies. No one who intends to seriously trade futures can afford to be without it.

**be smarter be first or cheat: Sabotage** Anastasia Nesvetailova, Ronen Palan, 2020-01-28 I don't like the word 'sabotage',--a former Goldman Sachs trader admitted. It's just harsh.... Though, frankly, how else do you make money in this business...I mean, real money. The fundamental motive for financial innovation is not to make the system work better, but to avoid regulation and oversight. This is not a bug of the financial system, but a built-in feature. The president of the US is not a tax avoider because he is an especially fraudulent financier; he's a tax avoider because he is a wealthy man in a system premised on such deceit. Finance is an industry of sabotage. This book is a brilliant, intellectual detective story that traces the origins of financial sabotage, starting with the work of a prescient American economist who saw the capacity for banks and businesses to dissemble and profit as early as the 1920s. What was accomplished modestly in the first half of the 20th century became a booming global industry in the 1980s. Financialization took over everything, culminating in instruments so complex and confusing their own creators were being destroyed by them in 2008. With each financial bust, people expect to hear who the culprit was, and cynically know to not expect much punishment to ever reach them. But the innovation of this book is to show that each individual gaming the system isn't a crook--the whole system is sabotage.

**be smarter be first or cheat: The Lean Brain Theory** Javier Villalba-Diez, PhD, 2017-11-08 The most complex organization known in the universe is inside of our heads: our brain. Because organizations are formed by human beings, The Lean Brain Theory aims to mimic human brain structure and functionality so as to enable the emergence of brain-like organizations in which the 'neurons' are the human-beings and the 'axons' ought to be Lean Management oriented behavioral and communication patterns. These networks ought to evolve towards brain-like configurations that display thinking-like processes and ultimately organizational consciousness. The Lean Brain Theory offers a quantifiable holistic framework to strategically design any organization as a human brain. By embedding complexity into the Strategic Organizational Design (SOD) and combining this with Lean Management and neuropsychological state of the art knowledge, The Lean Brain Theory ends up with the Brain-Organization metaphor and makes it possible. This idea of embedding complexity into organizational design is a follow up to the book The Hoshin Kanri Forest. That book dealt with the methodology of creating 'forest-like' topologies. The Lean Brain Theory aims to set the ground for Lean organizations of the future that embrace both Business Intelligence and Complex Networked Lean Strategic Organizational Design. The organization as a super-network evolves towards 'intelligent' Human-Brain-like entity. The Lean Brain Theory ultimately seeks to integrate an anthropomorphic organizational paradigm with future tendencies of technological advances. In this way, the brain-like organization emerging from it can be regarded as bionic.

**be smarter be first or cheat: The Implementation of Smart Technologies for Business Success and Sustainability** Allam Hamdan, Haneen Mohammad Shoaib, Bahaaeddin Alareeni, Reem Hamdan, 2022-09-24 Industry 4.0 technologies identified as the main contributor to the digitalization era. New technology delivers optimal outputs by utilization of effective resource. Therefore, smart technologies that has inventive and creative objects became critical to enterprise;

recent studies shows that its led enterprises business such as SMEs to considerable investments, which many organizations over the world attempt to use innovative technologies such as IoT and AI, these technologies have potential on sustainable business models. In addition to that, innovation usage in business models led to significant benefits towards sustainability concept in SMEs marketplace. Furthermore, Sustainability objectives refers to corporate sustainability term, which integrate enterprise operations with social, educational, environmental and economic benefits, as process of decision-making can impact during sustainability implications. This book focus on the implementation of smart technologies for growing business, the book includes research articles and expository papers on the applications of technology on Decision Making, Healthcare, Smart Universities, Advertising, E-marketing, Public Sector and Digital Government, FinTech, RegTech. Some researchers also discussed the role of smart technologies in the current COVID-19 pandemic, whether in the health sector, education, and others. On all of these, the researchers discussed the impact of smart technologies on decision-making in those vital sectors of the economy.

**be smarter be first or cheat: *How to Cheat Your Friends at Poker*** Penn Jillette, Mickey D. Lynn, 2006-10-03 A guide based on the authors' conversations with a wealthy old-time hustler counsels players on how to profitably cheat during poker games with friends, covering such tactics as marking cards, stashing holdouts, and targeting opponents.

**be smarter be first or cheat: *Global Finance on Screen*** Constantin Parvulescu, 2017-12-12 Global Finance on Screen is the first collection exclusively dedicated to a growing body of multi-format and multimedia audiovisual work that this book designates as the finance film. Finance film provides critical visualizations of the secretive, elitist, PR firewalled, and gender and race-biased world of finance, and its mysterious characters, jargon and products. It reconstructs for the screen and for broader audiences finance's logics, responsibilities, practices, and ethos, and traces the effects of money, markets, investment, credit, debt, bubbles, and crashes on our well-being, desires, values, and actions. The chapters for this interdisciplinary collection are written by European and North American scholars in film studies, anthropology, business ethics, cultural studies, political economy, and sociology. They reveal and evaluate the ability of film to document financial cultures; reflect economic, cultural and political transformations related to financialization; indicate the alienating and exploitative consequences of the growing role played by financial services in the global economy; mobilize social action against finance's excesses; as well as spread finance and capitalist mythology. The collection offers in-depth investigations of feature films such as Wall Street, Freefall, Margin Call, Justice&Co, The Wolf of Wall Street, and The Big Short, and documentaries such as Inside Job, Capitalism: A Love Story and In a Strange Land.

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**be smarter be first or cheat: *Human Smart Cities*** Grazia Concilio, Francesca Rizzo, 2016-07-13 Within the most recent discussion on smart cities and the way this vision is affecting urban changes and dynamics, this book explores the interplay between planning and design both at the level of the design and planning domains' theories and practices. Urban transformation is widely recognized as a complex phenomenon, rich in uncertainty. It is the unpredictable consequence of complex interplay between urban forces (both top-down or bottom-up), urban resources (spatial, social, economic and infrastructural as well as political or cognitive) and transformation opportunities (endogenous or exogenous). The recent attention to Urban Living Lab and Smart City initiatives is disclosing a promising bridge between the micro-scale environments, with the dynamics of such forces and resources, and the urban governance mechanisms. This bridge is represented by those urban collaborative environments, where processes of smart service co-design take place through dialogic interaction with and among citizens within a situated and cultural-specific frame.

**be smarter be first or cheat: *Smart Education and e-Learning 2018*** Vladimir L. Uskov, Robert J. Howlett, Lakhmi C. Jain, Ljubo Vlacic, 2018-05-28 This book features the contributions

presented at the 5th International KES Conference on Smart Education and e-Learning, which took place in Gold Coast, Australia, June 20–22, 2018. The peer-reviewed papers are grouped into several interconnected parts: Part 1 – Smart Education: Systems and Technology, Part 2 – Smart Pedagogy, Part 3 – Smart Education: Case Studies and Research, and Part 4: Sustainable Learning Technologies: Smart Higher Education Futures. Smart education and smart e-learning are emerging and rapidly growing areas with the potential to transform existing teaching strategies, learning environments, and educational activities and technology in the classroom. Smart education and smart e-learning focus on enabling instructors to develop new ways of achieving excellence in teaching in highly technological smart classrooms, and providing students with new opportunities to maximize their success and select the best options for their education, location and learning style, as well as the mode of content delivery. This book serves as a useful source of research data and valuable information on current research projects, best practices and case studies for faculty, scholars, Ph.D. students, administrators, and practitioners – all those who are interested in smart education and smart e-learning.

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**be smarter be first or cheat:** *Parenting the Smart Kid* Brenda Kay Small, 2023-07-04 Parents of Smart Kids know they can have complex social, emotional, and intellectual needs. This resource condenses the wisdom and experience of teachers and school leaders who have experienced thousands of students with the same needs into 25 key tips for parents seeking to help their Smart Kids thrive. Featuring 25 illustrated strategies for navigating situations unique to Smart Kids, with confident, informed support given every step of the way, this book covers topics such as: What to do when a Smart Kid thinks they are smarter than everyone else. How to motivate a Smart Kid who is bored of school. How are the Smart Kid perfectionist and procrastinator related? It's not all bad. How to navigate alternatives to regular school classes and other acceleration opportunities. Where to find valuable mentors in your community. When and how to act when the Smart Kid is too cool for school. What are the benefits and costs of homeschooling Smart Kids? Parents have great power in schools. Know when and how to use your power. What to do when the Smart Kid finally has a class that is not easy. And much more! Parents are not alone on this complex journey. Take each tip and apply it. Watch Smart Kids thrive with an informed and confident parent. Full of relevant tried-and-true suggestions that are immediately implementable solutions to the common challenges of parenting Smart Kids, this invaluable resource is a must-have for parents seeking to confidently navigate the exciting and challenging journey of their Smart Kid's teen years.

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**be smarter be first or cheat:** *The Cheat* Amy Goldman Koss, 2004-07-22 Award-winning author Amy Goldman Koss explores what happens when one bad decision threatens to destroy everything. Cheating on a geography midterm is only the beginning. It seemed simple enough—they were given the answers from last year's test and they used them. But Sarah and her friends got caught, and what was done without much thought leads to greater and greater consequences. Now they are facing punishment at school, tension at home, and no one is sure how or when it will end. An excellent springboard to provocative discussion or debate about the moral and ethical questions that this issue raises.—School Library Journal

**be smarter be first or cheat:** Memories of My Father Watching TV Curtis White, 1998 For the boy narrator of this tale, to be a man one must kill one's father. He plays out the fantasy as he watches a war movie with him on TV. My father was a German pontoon bridge ... he had to be taken out.

**be smarter be first or cheat:** *Hands-On Blockchain for Python Developers* Arjuna Sky Kok, 2019-02-14 Implement real-world decentralized applications using Python, Vyper, Populus, and Ethereum Key Features Stay up-to-date with everything you need to know about the blockchain

ecosystem Implement smart contracts, wallets, and decentralized applications (DApps) using Python libraries Get deeper insights into storing content in a distributed storage platform Book Description Blockchain is seen as the main technological solution that works as a public ledger for all cryptocurrency transactions. This book serves as a practical guide to developing a full-fledged decentralized application with Python to interact with the various building blocks of blockchain applications. Hands-On Blockchain for Python Developers starts by demonstrating how blockchain technology and cryptocurrency hashing works. You will understand the fundamentals and benefits of smart contracts such as censorship resistance and transaction accuracy. As you steadily progress, you'll go on to build smart contracts using Vyper, which has a similar syntax to Python. This experience will further help you unravel the other benefits of smart contracts, including reliable storage and backup, and efficiency. You'll also use web3.py to interact with smart contracts and leverage the power of both the web3.py and Populus framework to build decentralized applications that offer security and seamless integration with cryptocurrencies. As you explore later chapters, you'll learn how to create your own token on top of Ethereum and build a cryptocurrency wallet graphical user interface (GUI) that can handle Ethereum and Ethereum Request for Comments (ERC-20) tokens using the PySide2 library. This will enable users to seamlessly store, send, and receive digital money. Toward the end, you'll implement InterPlanetary File System (IPFS) technology in your decentralized application to provide a peer-to-peer filesystem that can store and expose media. By the end of this book, you'll be well-versed in blockchain programming and be able to build end-to-end decentralized applications on a range of domains using Python. What you will learn Understand blockchain technology and what makes it an immutable database Use the features of web3.py API to interact with the smart contract Create your own cryptocurrency and token in Ethereum using Vyper Use IPFS features to store content on the decentralized storage platform Implement a Twitter-like decentralized application with a desktop frontend Build decentralized applications in the shape of console, web, and desktop applications Who this book is for If you are a Python developer who wants to enter the world of blockchain, Hands-On Blockchain for Python Developers is for you. The book will be your go-to guide to becoming well-versed with the blockchain ecosystem and building your own decentralized applications using Python and library support.

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**be smarter be first or cheat: Christopher Smart and Satire** Min Wild, 2016-05-23 Christopher Smart and Satire explores the lively and idiosyncratic world of satire in the eighteenth-century periodical, focusing on the way that writers adopted personae to engage with debates taking place during the British Enlightenment. Taking Christopher Smart's audacious and hitherto underexplored

Midwife, or Old Woman's Magazine (1750-1753) as her primary source, Min Wild provides a rich examination of the prizewinning Cambridge poet's adoption of the bizarre, sardonic 'Mary Midnight' as his alter-ego. Her analysis provides insights into the difficult position in which eighteenth-century writers were placed, as ideas regarding the nature and functions of authorship were gradually being transformed. At the same time, Wild also demonstrates that Smart's use of 'Mary Midnight' is part of a tradition of learned wit, having an established history and characterized by identifiable satirical and rhetorical techniques. Wild's engagement with her exuberant source materials establishes the skill and ingenuity of Smart's often undervalued, multilayered prose satire. As she explores Smart's use of a peculiarly female voice, Wild offers us a picture of an ingenious and ribald wit whose satirical overview of society explores, overturns, and anatomises questions of gender, politics, and scientific and literary endeavors.

**be smarter be first or cheat: If You're So Smart, Why Aren't You Happy?** Raj Raghunathan, 2016-04-26 The first book by the creator of COURSERA®'s most popular online course in 2015, A Life of Happiness and Fulfillment Could the same traits that drive your career success also be keeping you from being happier? Fifteen years after getting his MBA, Raj Raghunathan spent some time with his old classmates. He noticed that though they'd all done well, there didn't appear to be much correlation between their academic success and career success. What Raj found even more curious was the even smaller correlation between career success and what he calls life success. The greater the career success, the more unhappy, out of shape, harried and distracted his friends were. If intelligence helps with decision-making, smart people should naturally make better life choices. So why are so many of the smartest, brightest, most successful people profoundly unhappy? Raj set out to find an answer to this problem, and extensively researched happiness not just of students and business people, but also stay-at-home-parents, lawyers, and artists, among others. If You're So Smart, Why Aren't You Happy? takes readers on a fun and meaningful tour of the best research available on how some of the very determinants of success may also come to deflate happiness. Raghunathan explores the seven most common inclinations that successful people need to overcome, and the seven habits they should adopt instead. Among his surprising findings... ·The correlation between wealth and happiness is much smaller than you'd expect it to be ·Generosity is not only a key to happiness, but a determining factor of long term success ·Appreciating uncertainty, rather than seeking full control of outcomes, is necessary for happiness If You're So Smart, Why Aren't You Happy? will give you a powerful new perspective on your work, personal goals and relationships, whether you're already successful or just starting out.

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