



## Take Pride: Why the Deadliest Sin Holds the Secret to Human Success

By Jessica Tracy

BRILLIANCE AUDIO, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. A leading psychologist reveals how our most misunderstood emotion--pride--has shaped our minds and our culture, and shows how we can harness its power. Why did Paul Gauguin abandon middle-class life to follow the path of a starving artist? What inspired Bill Gates to give away so much of his hard-won fortune? How has Donald Trump succeeded so excessively, when his winning style could easily be his greatest liability? As the renowned emotion researcher Jessica Tracy reveals in Take Pride, each of these superachievers has been motivated by an often maligned emotion: pride. Its dark, hubristic side is well known, but Tracy shows that pride is also essential for helping us become our best, brightest selves. By making us care about how others see us and how we see ourselves, pride makes us strive for excellence. In the right doses and the right contexts, it has been proven to boost creativity, motivate altruism, and confer status and power on those who display it. In Take Pride, Tracy explains why we came to feel pride and how we can make this double-edged emotion serve us--rather than the other way around.



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