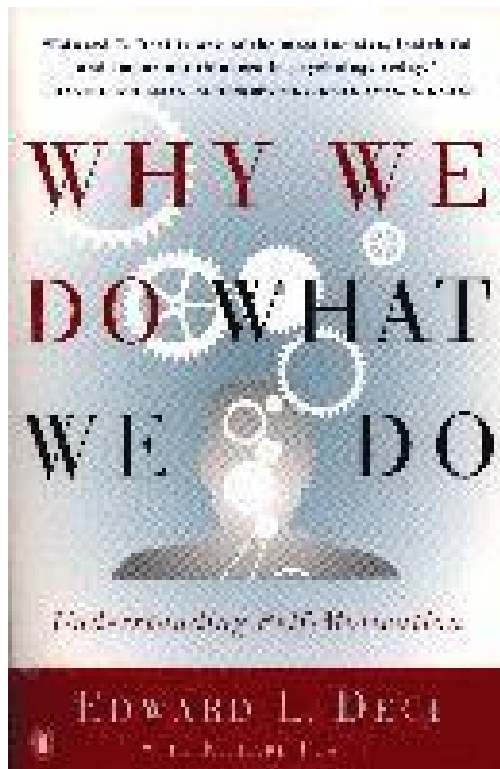


Why We Do What We Do: Understanding Self-Motivation

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In a book that challenges authoritarian thinking about motivation, a distinguished social psychologist offers an alternative to current reward/punishment theory, which, far from anarchy, espouses our ordered, internalized sense of freedom, responsibility, and commitment.



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