



The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results

Bob Nease

Download now

[Click here](#) if your download doesn't start automatically

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results

Bob Nease

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results Bob Nease

Going beyond the bestsellers *Predictably Irrational* and *Thinking, Fast and Slow*, the first “how to” guide that shows you how to help customers, employees, coworkers, and clients make better choices to get what they truly want.

Of the ten million bits of information our brains process each second, only fifty bits are devoted to conscious thought. Because our brains are wired to be inattentive, we often choose without thinking, acting against our own interests—what we truly want. As the former Chief Scientist of Express Scripts, a Fortune 25 healthcare company dedicated to making the use of prescription medications safer and more affordable, Bob Nease is an expert on applying behavioral sciences to health care. Now, he applies his knowledge to the wider world, providing important practical solutions marketers, human resources professionals, teachers, and even parents can use to improve the behavior of others around them, and get the positive results they want.

Nease offers a set of powerful and effective strategies to change behavior, including:

- Require Choice—compel people to deliberately choose among options
- Lock in Good Intentions—allow people to make decisions today about choices they will face in the future
- Let It Ride—set the default to the desired option and let people opt out if they wish
- Get in the Flow—go to where peoples’ attention is likely to be naturally
- Reframe the Choices—set the framework people use to consider options and choices
- Piggyback It—connect the desired choice or behavior with something they already like or are engaged in
- Simplify . . . Wisely—make right choices frictionless and easy, make wrong choices more difficult
- And more.

 [Download The Power of Fifty Bits: The New Science of Turnin ...pdf](#)

 [Read Online The Power of Fifty Bits: The New Science of Turn ...pdf](#)

Download and Read Free Online The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results Bob Nease

From reader reviews:

Shawn Hodgin:

Book is usually written, printed, or illustrated for everything. You can realize everything you want by a publication. Book has a different type. We all know that that book is important issue to bring us around the world. Alongside that you can your reading skill was fluently. A publication The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results will make you to possibly be smarter. You can feel more confidence if you can know about almost everything. But some of you think that open or reading a book make you bored. It's not make you fun. Why they might be thought like that? Have you trying to find best book or suitable book with you?

Johnnie McCormick:

Are you kind of occupied person, only have 10 or perhaps 15 minute in your day time to upgrading your mind proficiency or thinking skill perhaps analytical thinking? Then you have problem with the book when compared with can satisfy your short time to read it because pretty much everything time you only find publication that need more time to be go through. The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results can be your answer as it can be read by an individual who have those short extra time problems.

Jo Villegas:

Many people spending their time by playing outside along with friends, fun activity together with family or just watching TV all day long. You can have new activity to enjoy your whole day by examining a book. Ugh, ya think reading a book will surely hard because you have to bring the book everywhere? It ok you can have the e-book, having everywhere you want in your Mobile phone. Like The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results which is finding the e-book version. So , try out this book? Let's see.

Hugo Carter:

Don't be worry for anyone who is afraid that this book will certainly filled the space in your house, you will get it in e-book approach, more simple and reachable. That The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results can give you a lot of pals because by you looking at this one book you have matter that they don't and make you more like an interesting person. That book can be one of one step for you to get success. This publication offer you information that probably your friend doesn't realize, by knowing more than additional make you to be great individuals. So , why hesitate? We need to have The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results.

**Download and Read Online The Power of Fifty Bits: The New
Science of Turning Good Intentions into Positive Results Bob Nease
#WVZKYH16F5R**

Read The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease for online ebook

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease books to read online.

Online The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease ebook PDF download

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease Doc

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease Mobipocket

The Power of Fifty Bits: The New Science of Turning Good Intentions into Positive Results by Bob Nease EPub