

Paradox of Passion
Table of Contents

Back Cover	2
Executive Summary	3
Table of Contents	4
Chapter One	
Introduction	7
The passion warriors	8
Three problems addressed	17
How this book is different	20
Organization of the book	21
Reference	25
Chapter Two	
The Shaky Foundation: Popularity ≠ Precision	29
Dead roosters	31
Determining the top 50	34
Effective measurement	36
Summary observations	40
Four fowl findings	43
Conclusions	62
Reference	66
Chapter Three	
The Price of Passion: The Reality of Reward	74
The guts of motivated effort	82
The ties that bind	85
Leveraging rewards	91
Getting to the source	99
Need Satisfaction	118
Moving forward	137
Reference	139
Chapter Four	
The Rewarded Brain	155
Biology is better (despite lower popularity)	162
Neuropsychology explains how needs originate	172
Positive expectancies + reward = INMO	198
Reference	207
Chapter Five	
The Modulators	215
Dopamine (DA)	220
Other neuromodulators	244

Paradox of Passion
Table of Contents

Team cohesiveness	263
Reference	267
Chapter Six	
The Impact of Rewards	278
From brain to behavior	279
Labels belong on cans, not motives	280
Rewards and learning	290
Revisiting rewards	299
Rewards and persuasion	310
Reward and social relationships	322
Reconciling brain and behavior findings	337
References	340
Chapter Seven	
This is How We Do It	359
Invert the curve	360
Embrace appropriate evidence	363
Self-regulation	365
What do we want?	374
Enhancing physiology	375
Maximizing cognitive clarity	388
Learning more in less time	404
10 timeless tips and one to avoid	410
Persuasion	426
References	432
Chapter Eight	
Epilogue	451
And so, it goes	452
Reference	455
Glossary	456