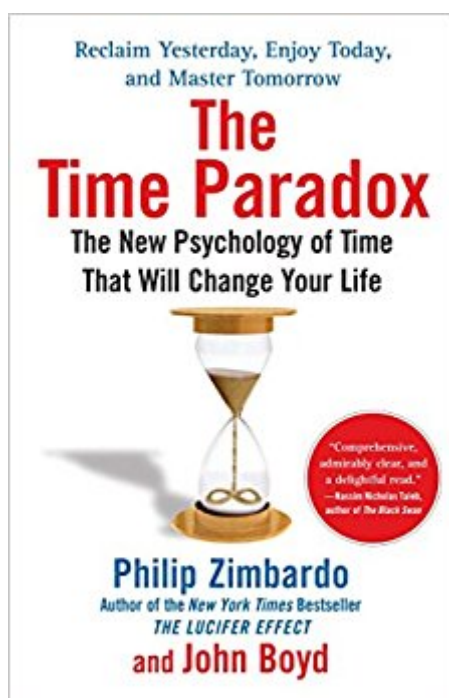


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# The Time Paradox: The New Psychology Of Time That Will Change Your Life



## Synopsis

Now in paperback, this breakthrough book on the new psychological science of time by one of the most influential living psychologists—the New York Times bestselling author of *The Lucifer Effect*—and his research partner launched on the front page of USA TODAY "Lifestyle" with a Time Survey and on CBS Morning Show. This is the first paradox of time: Your attitudes toward time have a profound impact on your life and world, yet you seldom recognize it. Our goal is to help you reclaim yesterday, enjoy today, and master tomorrow with new ways of seeing and working with your past, present, and future. Just as Howard Gardner's *Multiple Intelligences* permanently altered our understanding of intelligence and Malcolm Gladwell's *Blink* gave us an appreciation for the adaptive unconscious, Philip Zimbardo and John Boyd's new book changes the way we think about and experience time. It will give you new insights into how family conflicts can be resolved by ways to enhance your sexuality and sensuality, and mindsets for becoming more successful in business and happier in your life. Based on the latest psychological research, *The Time Paradox* is both a "big think" guide for living in the twenty-first century and one of those rare self-help books that really does have the power to improve lives.

## Book Information

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## Customer Reviews

Time is our most valuable possession: we are obsessed with schedules and multitasking to save time, say the authors of this insightful study of the importance of time in our lives. Yet people spend time less wisely than money. Zimbardo (*The Lucifer Effect*), professor emeritus of psychology at

Stanford, and Boyd, research director for Yahoo!, draw on their two decades of research to explain why people devalue time. They blend scientific results into a straightforward narrative exploring various past-, present- and future-oriented ways of perceiving time and argue against becoming imprisoned or obsessed by any one of these. Zimbardo and Boyd have cogent insight into all of time's elements and show how they can be used for success, better health and greater fulfillment. For instance, understanding the role of time in investment can lead to wiser financial decisions, and a relationship will not work if one partner is focused on today's pleasure while the other wants to plan for the future. This is a compelling and practical primer (filled with quizzes and tests) on making every moment count. (Aug. 5) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"If you are a decision maker, then you need to read this book. It informs about the central problem of how to discriminate between immediate rewards and future payoffs. The Time Paradox is comprehensive, admirably clear, and a delightful read." -- Nassim Nicholas Taleb, author of *The Black Swan*"The Time Paradox explores a very important topic from a fresh, practical, and entertaining perspective. Since time is limited for all of us, this book is well worth your time." -- Daniel Amen, M.D., author of *Change Your Brain, Change Your Life and Healing the Hardware of Your Soul*"The Time Paradox reveals how to better use your most irreplaceable resource, based on solid science and timeless wisdom." -- Martin Seligman, author of *Authentic Happiness*"Informed by the world's foremost expert on the psychology of time, The Time Paradox combines solid science, compelling stories, and crisp prose to illuminate how time, like the oxygen we breathe, pervades every aspect of our lives. Reading this book will yield insights into your own motivation and behavior and help you be happier, healthier, and more successful. It will also help you understand the source of many of the world's greatest triumphs and most pressing problems -- from terrorism to homelessness, from religion to love, from the successes and failures of CEOs to those of marriages. Zimbardo and Boyd have hit a home run." -- Sonja Lyubomirsky, author of *The How of Happiness*"Phil Zimbardo, a master at making complex ideas and discoveries in psychology, including his own, not only intelligible but fun and personally relevant for nonspecialists, has done it again, this time with the fascinating topic of time perspective. Bravo!" -- Walter Mischel, Ph.D., Columbia University Niven Professor of Humane Letters in Psychology

I found the concept of time perspectives to be profound. It put explicit language to something that was previously outside my awareness. Much of the application of the concepts feels less useful and

almost cliché. The distinction between causation and correlation feels really important to me as I read this book. People who have high score on "present fatalistic" are less happy. Of course. Overall, I think this is worth a read for someone who is looking to add another tool to their developmental model, but it should be someone who already has a workshop full of really good tools so they can discern the exact right and narrow use of this particular tool.

Taking into account that part of my job is to help people succeed in their life, many times I am been asked what is the one secret for success, I have always answered the same, for me the secret is time perspective. That is why when I found this book immediately began to read it, have done that twice. This book should be amongst the most influential ones of our lifetime, it is absolutely amazing. You have to get this book and read it at least one time every year.

Based on the other reviews, I expected this book to be insightful, but instead it feels as a drawn out repetition of one or two simplistic points. Several chapters feel redundant. The tone feels as though the reader is being talked down to by charlatans. On top of that, the authors thought it appropriate to patronize their female readers and offer unsolicited advice on career and sexuality. I expected so much more from this book. Don't waste your time, it's pointless motivational fluff.

Excellent - a must read for fans of the happiness literature and Zimbardo. His frank style and commitment to the scientific method is makes this truly compelling. I've heard Zimbardo speak and his energy and enthusiasm come out in this really interesting book. I have used his online assessment and some of the concepts with my clients. Could have been a little shorter but definitely worth the time and money.

I currently work with the Reentry population and I use this book to help clients gain insights into their mindset and understand that they can change and improve their lives. Dr Zimbardo is an amazing writer and psychologist, hopefully he can write more great books. My son is a student at Stanford and I have suggested he take a class from Dr. Zimbardo, I am his fan.

One of the more powerful books I read. He provides a different way to approach self improvement and things that are generally attributed to personality traits. This is a must read for anyone trying to understand his or herself.

I really enjoyed Zimbardos's analysis. He points out that we are each tuned to one or more time perspectives. When these are out of balance, we can become dysfunctional, and our relationships and productivity can suffer. Enjoyable read that often seems therapeutic.

I think this book is worth for it helps us understand the great importance that our attitude towards time has in the way we live our lives, and for the proposed strategies to achieve a more balanced perspective on its regard and thus, to lead a healthier existence while we're still here.

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