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Nota di contenuto	Cover -- The Procrastination Equation -- Contents -- Author's note -- Portrait of a Procrastinator -- The Procrastination Equation -- Wired for Procrastination -- ProcrastiNations -- The Personal Price of Procrastination -- The Economic Cost of Procrastination -- Optimising Optimism -- Love it or Leave it -- In Good Time -- Making it Work -- Postscript: Procrastination's Chapter 11 -- Acknowledgements -- Endnotes -- Index.
Sommario/riassunto	Procrastination or at least lack of motivation is endemic. A massive 95% of us admit to procrastinating. For 20% of us the problem is chronic and it affects our health and wealth, success and happiness. And the problem is getting worse rates have quadrupled since the 1970s. We all recognise it, we all want to understand it and to have a breakthrough moment that helps us be more productive, less guilty and ultimately happier. Scientifically rigorous, hugely entertaining, compelling and readable, this book will solve your problems of procrastination and get you motivated to live the life you want. Based on 10 years of award winning scientific research and written by the foremost scientist in the field, this book contains new techniques for dealing with the problem. There are still scientifically proven

techniques for controlling and improving motivation that have not yet been tapped and translated into accessible terms this is the book that does it for the first time.

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