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Beyond Pleasure and Pain: How Motivation Works

E. Tory Higgins

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How does motivation work? Scientific research shows that people are motivated to be effective in different ways that go beyond the pursuit of pleasure and the avoidance of pain. In this text, E. Tory Higgins provides a new theory of motivation that argues that people are motivated by the pursuit of value, truth, and control, but the central story to motivation lies in how these elements work together.

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