



Mindset: How You Can Fulfill Your Potential

Carol S. Dweck

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World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly groundbreaking idea—the power of our mindset.

In this brilliant book, Dweck shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we approach our goals. People with a fixed mindset—those who believe that abilities are fixed—are far less likely to flourish than those with a growth mindset—those who believe that abilities can be developed through hard work, good strategies, and mentorship. *Mindset* reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment.

Praise for *Mindset*

“A good book is one whose advice you believe. A great book is one whose advice you follow. This is a book that can change your life, as its ideas have changed mine.”—**Robert J. Sternberg, co-author of *Teaching for Wisdom, Intelligence, Creativity, and Success***

“An essential read for parents, teachers [and] coaches . . . as well as for those who would like to increase their own feelings of success and fulfillment.”—***Library Journal* (starred review)**

“Everyone should read this book.”—**Chip Heath and Dan Heath, authors of *Made to Stick***

“One of the most influential books ever about motivation.”—**Po Bronson, author of *NurtureShock***

“If you manage people or are a parent (which is a form of managing people), drop everything and read *Mindset*.”—**Guy Kawasaki, author of *The Art of the Start 2.0***

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