



Scarcity: The New Science of Having Less and How It Defines Our Lives

Sendhil Mullainathan, Eldar Shafir

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In this provocative book based on cutting-edge research, Sendhil Mullainathan and Eldar Shafir show that scarcity creates a distinct psychology for everyone struggling to manage with less than they need. Busy people fail to manage their time efficiently for the same reasons the poor and those maxed out on credit cards fail to manage their money. The dynamics of scarcity reveal why dieters find it hard to resist temptation, why students and busy executives mismanage their time, and why the same sugarcane farmers are smarter after harvest than before.

Once we start thinking in terms of scarcity, the problems of modern life come into sharper focus, and *Scarcity* reveals not only how it leads us astray but also how individuals and organizations can better manage scarcity for greater satisfaction and success.

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