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Also by Daniel H. Pink

Free Agent Nation

A Whole New Mind

The Adventures of Johnny Bunko

Drive

To Sell Is Human

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"Across continents and time zones, as predictable as the ocean tides, was the same daily oscillation—a peak, a trough, and a rebound."

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"A growing body of science makes it clear: Breaks are not a sign of sloth but a sign of strength."

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"Most of us have harbored a sense that beginnings are significant. Now the science of timing has shown that they're even more powerful than we suspected. Beginnings stay with us far longer than we know; their effects linger to the end."

4. **Midpoints: What Hanukkah Candles and Midlife Malaise Can Teach Us About Motivation** 115

“When we reach a midpoint, sometimes we slump, but other times we jump. A mental siren alerts us that we’ve squandered half of our time.”

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“Yet, when endings become salient—whenever we enter an act three of any kind—we sharpen our existential red pencils and scratch out anyone or anything nonessential.”

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“Synchronizing makes us feel good—and feeling good helps a group’s wheels turn more smoothly. Coordinating with others also makes us *do* good—and doing good enhances synchronization.”

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“Most of the world’s languages mark verbs with time using tenses—especially past, present, and future—to convey meaning and reveal thinking. Nearly every phrase we utter is tinged with time.”

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