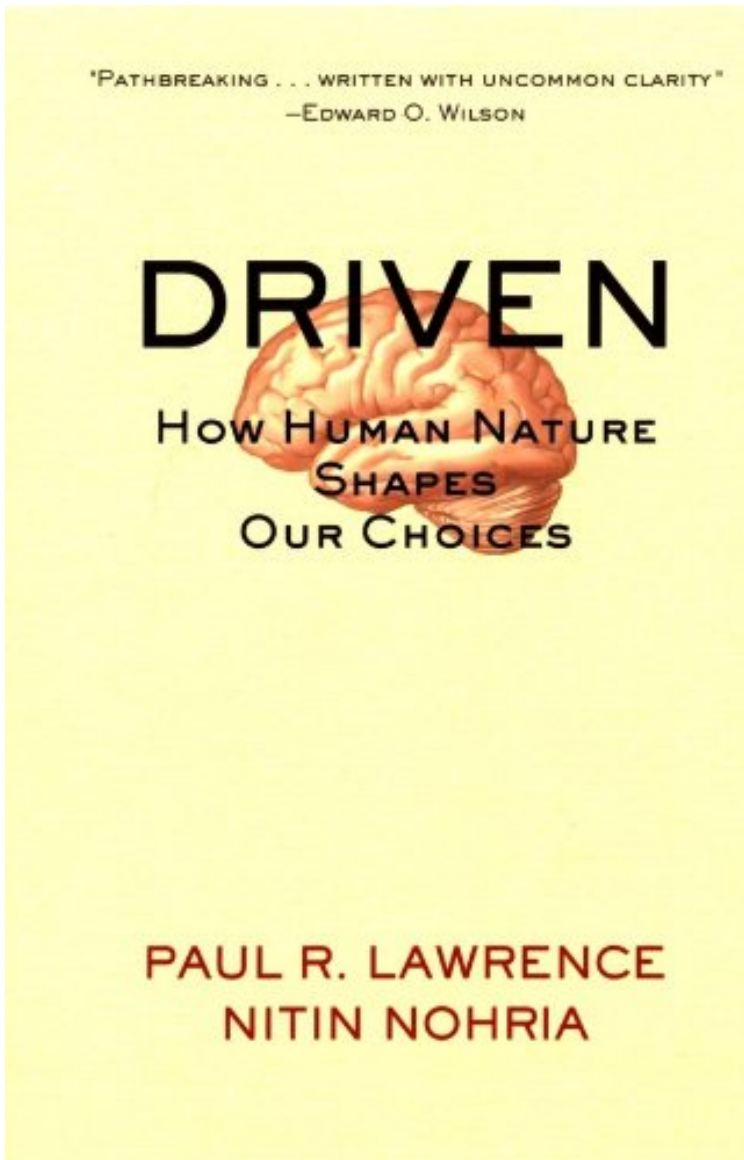


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Nohria have studied the way people behave in that most fascinating arena of human behavior-the workplace-and from their work they produce a book that examines the four separate and distinct emotive drives that guide human behavior and influence the choices people make: the drives to acquire, bond, learn, and defend. They ultimately show that, just as advances in information technology have spurred the New Economy in the last quarter of the twentieth century, current advances in biology will be the key to understanding humans and organizations in the new millennium.

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