



# The Power Of Why

By Amanda Lang

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## The Power Of Why By Amanda Lang

Why are some people able to get so much more done in so much less time than others? Why do some companies flourish in tough times while others fail? Why are some countries more productive than others?

Through an entertaining mix of examples from the business world, insights from innovation gurus, little-known research, the experiences of business leaders and her own candid stories of life off-camera, Amanda Lang explains how asking the right questions has changed the world and how it can change you, too. From the invention of the curved shower curtain rod to the introduction of an elevator that creates electricity as it moves from floor to floor, *The Power of Why* persuasively spells out the connection between innovation and productivity that is so crucial in the knowledge economy.

Instead of obsessing over working “smarter,” we ought to focus on the instinctive urge to question that’s so natural for young children. As Lang shows, it’s possible to reignite that instinct at any age and to become more innovative and productive—as well as more fulfilled in our jobs and happier in our relationships. That’s the power of why.

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### Editorial Review

#### About the Author

Amanda Lang is a bestselling author and an award-winning business journalist who has been covering business in North America for twenty years. She is the producer and anchor of *Bloomberg North* on Bloomberg TV Canada, and for six years Lang was CBC's senior business correspondent, reporting for its flagship nightly news program, *The National*, as well as the host of *The Exchange with Amanda Lang*, a daily business program airing on CBC News Network. A popular speaker on the topics of business and economic trends, she lives in Toronto. Follow her on Twitter @AmandaLang.

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