

THE POWER OF REGRET

How Looking Backward

Moves Us Forward

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Daniel H. Pink

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2. **Why Regret Makes Us Human** 17

“In other words, the inability to feel regret—in some sense, the apotheosis of what the ‘no regrets’ philosophy encourages—wasn’t an advantage. It was a sign of brain damage.”

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“Two decades of research on counterfactual thinking exposes an oddity: thoughts about the past that make us feel better are relatively rare, while thoughts that make us feel worse are exceedingly common. Are we all self-sabotaging masochists?”

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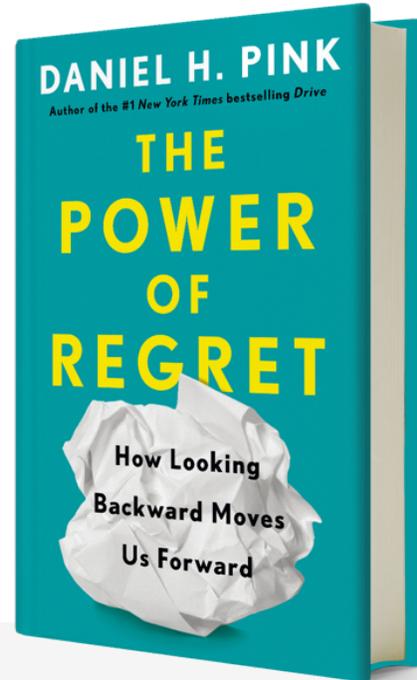
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New York Times bestselling author of *Dare to Lead*



About Daniel Pink

Daniel H. Pink is the #1 *New York Times* bestselling author of seven books -- including his latest, *THE POWER OF REGRET: How Looking Backward Moves Us Forward*. His books have sold millions of copies around the world, been translated into forty-two languages, and have won multiple awards. He lives with his family in Washington, DC.

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