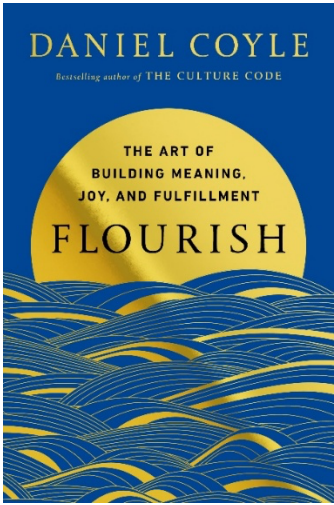


# Praise for Daniel Coyle



## FLOURISH

“An eye-opening book about why certain people, projects, and places make us feel alive. With his signature combination of captivating cases, surprising science, and pristine prose, Dan Coyle reveals how to build a more vibrant life.”

—Adam Grant, #1 *New York Times* bestselling author of *Hidden Potential* and *Think Again*, and host of the podcast *Re:Thinking*

“Daniel Coyle’s superpower is spotting patterns that others miss, and in this book he brings it to one of life’s most profound questions: what does it take to truly flourish? Combining rigorous science with unforgettable storytelling, he traces connections across seemingly unrelated worlds to reveal the blueprint for building lives and communities that are rich with meaning. *Flourish* is an essential read for anyone seeking to understand—and cultivate—what makes life worth living.”

—Lisa Damour, PhD, *New York Times* bestselling author of *Untangled* and *Under Pressure*

“Daniel Coyle is one of my favorite writers, and in *Flourish*, he redefines what we mean by a *meaningful life*. Faced with a personal loss and reckoning, he discovers a simple but profound idea: Flourishing isn’t something we find, it’s something we create. Coyle takes us from an Alaskan ballet fueled by community spirit to a Nairobi nonprofit transforming lives, to a New England town that somehow keeps producing Olympians. Drawing on years of research and intimate storytelling, he uncovers what allows individuals and groups to genuinely succeed—not through formulas, but through presence, connection, and purposeful collaboration. With compassion and clarity, Coyle shows that flourishing is a learnable craft. This is a book for anyone who’s ever asked, *How can I live—and help others live—a more vital, connected, and purposeful life?*”

—Charles Duhigg, bestselling author of *Supercommunicators* and *The Power of Habit*

## THE CULTURE PLAYBOOK

“An invaluable companion to Dan Coyle’s classic, *The Culture Code*, *The Culture Playbook* offers an integrated set of simple, powerful exercises for anyone serious about creating a culture where people can thrive and do their best work. Refreshingly practical, this is really a *workbook* with a playful bent and taking it seriously will help any group succeed.”

—Amy C. Edmondson, Professor, Harvard Business School

“As an entrepreneur and founder of a new investment bank led by women, *The Culture Playbook* has been an invaluable asset for me, providing tools and techniques as I work to unleash my team’s full power and potential in an ever-evolving workplace. Dan Coyle has given us all a game plan for success.” —Anne Clarke Wolff, CEO/Founder Independence Point Advisers

“‘Your Culture = Your Actions.’ With that simple phrase, Dan Coyle nails the most important and elusive element of building great cultures, and then delivers concrete actions you can take—today—to ensure that you’re building an amazing culture every day.”

—Laszlo Bock

## THE CULTURE CODE

“I’ve been waiting years for someone to write this book—I’ve built it up in my mind into something extraordinary. But it is even better than I imagined. Daniel Coyle has produced a truly brilliant, mesmerizing read that demystifies the magic of great groups. It blows all other books on culture right out of the water. Read it immediately.”

—Adam Grant, *New York Times* bestselling author of *Option B*, *Originals*, and *Give and Take*

“If you want to understand how successful groups work—the signals they transmit, the language they speak, the cues that foster creativity—you won’t find a more essential guide than *The Culture Code*.

This book is a marvel of insight and practicality.”

—**Charles Duhigg**, *New York Times* bestselling author of *The Power of Habit*  
and *Smarter Faster Better*

“*The Culture Code* is a step-by-step guidebook to building teams that are not just more effective but happier. Whether you lead a team or are a team member, this book is a must-read.”

—**Laszlo Bock**, CEO of Humu, former SVP of People Operations at Google,  
and author of *Work Rules!*

“Daniel Coyle has a gift for demystifying elite performance and breaking it down into empirical facts. This is indispensable for anyone looking to lead, build, or find an elite culture.”

—**Rich Diviney**, retired Navy SEAL Officer and director of outreach for the Barry-Wehmiller Leadership Institute

“There are profound ideas on every single page, stories that will change the way you work, the way you lead, and the impact you have on the world. Highly recommended, an urgent read.”

—**Seth Godin**, author of *Linchpin*

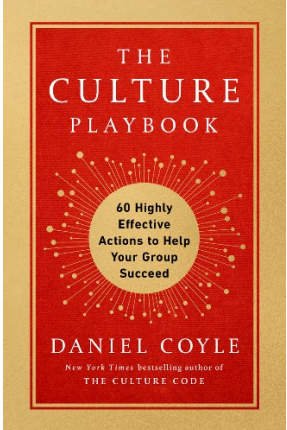
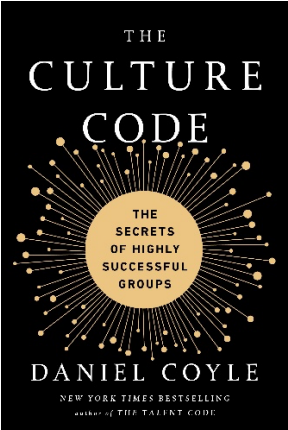
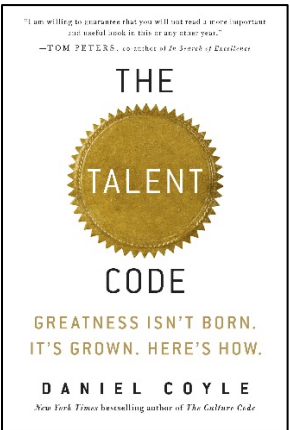
### **THE TALENT CODE**

“Daniel Coyle digs deep into the core of the insatiable desire to become ‘better.’ An amazing read with many practical applications for everyday life.”

—**Apolo Anton Ohno**, Olympic gold medalist

“I only wish I’d never before used the words ‘breakthrough’ or ‘breathtaking’ or ‘magisterial’ or ‘stunning achievement’ or ‘your world will never be the same after you read this book.’ Then I could be using them for the first and only time as I describe my reaction to Daniel Coyle’s *The Talent Code*. I am even willing to ‘guarantee’ that you will not read a more important and useful book in 2009, or pretty much any other year. And if all that’s not enough, it’s also ‘a helluva good read.’” —**Tom Peters**,  
author of *In Search of Excellence*

“This is a remarkable—even inspiring—book. Daniel Coyle has woven observations from brain research, behavioral research, and real-world training into a conceptual tapestry of genuine importance. What emerges is both a testament to the remarkable potential we all have to learn and perform and an indictment of any idea that our individual capacities and limitations are fixed at birth.” —**Dr. Robert Bjork**, Distinguished Professor and Chair of Psychology, UCLA



Publicity Contact:

Sarah Breivogel, [sbreivogel@prh.com](mailto:sbreivogel@prh.com), 212-572-2722