



Getting Motivated by Ernest Dichter: The Secret Behind Individual Motivations by the Man Who Was Not Afraid to Ask Why?

Ernest Dichter

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Getting Motivated by Ernest Dichter: The Secret Behind Individual Motivations by the Man Who Was Not Afraid to Ask "Why?" presents a collection of personal account of the life experiences of Ernest Dichter. This book provides several recollections in the personal experiences of the author arranged in such a way that they hang together as psychological chain reactions rather than in a chronological or systematic fashion. This book is organized into 27 chapters with each chapter representing a specific experience that depicts a lesson in life.

This book is a valuable resource for sociologists and psychologists. Readers who are seeking motivation in their lives will also find this book useful.

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