



Why Normal People Do Some Crazy Things: Nine Fundamentals of Human Behavior, Kevin Davis, Hargrove Press, 2010, 0981934307, 9780981934303, . Uses real life stories and personal examples to discuss nine aphorisms that describe and explain a large range of seemingly unusual behaviors..

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Ultimate Rewards What Really Motivates People to Achieve, Steven Kerr, 1997, Business & Economics, 238 pages. Ultimate Rewards tackles many of the hard issues and controversial questions about how to reward, what to reward, and who should reward, including determining whether employees

Angels Are People Too and Other Life Lessons , Doris Davis, Dec 1, 2002, Body, Mind & Spirit, 148 pages. .

Inspiring Other What Really Motivates People, Blair H. Sheppard, Duke Corporate Education, Michael Canning, Marla Tuchinsky, Cindy Campbell, Aug 1, 2006, , 76 pages. This edition teaches managers that motivating others requires an understanding of what makes different people tick, identifying and removing barriers to performance by ensuring

Kevin Davis' book is very hard to categorize. A self-help book which is not about self-help, a social commentary about human behavior which lacks the specificity to be truly social; the context is narrow, urban, American and probably northern. Its also anthropology without the accepted intellectual and academic rigor one would associate with such a label, but retains its clear and shrewd observance of both social and interpersonal interactions in contemporary North American life.

I say North American because this context it is written in. The idiom is North American and I imagine that it is middle-class American professionals and sophisticates are the main targets for his sometimes very personal ire. Davis apart from being business coach is also a relationship counselor and each of the chapters are written as vignettes of his observations of human behaviour, based on what I imagine is his milieu.

I do not usually write reviews and this is my first one on Amazon. This book is simply OUTSTANDING. It is written in a humorous, easy to read manner, making it enjoyable to read. This book contains a tremendous amount of valuable information that you will want to read it multiple times. I am on my fifth time and still gaining insight into human behavior.

If you ever wondered why a friend, a family member, a client, or a business colleague did something that was crazy and probably hurtful, this book will help you understand that person's behavior. It is written in such a clever way that a person not only learns about other's behaviors but also learns about their behaviors.

The first thing that concerned me when I began this book was where the "nine fundamentals of human behaviors" originated. I searched the back of the book for notes, sources, or a bibliography and found none. I looked at the back of each chapter and even at the bottom of pages throughout the book and found none. I checked within paragraphs to see if citations were included, and I found none.

Davis's nine fundamentals are: 1) "Everyone is terrified and therefore unreliable...until they're not," 2) "No one wants you to succeed too well or fail too badly," 3) "Genuine interest in and attention to others is a rare commodity," 4) "Most relationships, and their recurring problems, are based on power dynamics," 5) "Everyone is rushing toward the white picket fence," 6) "The Immature Masculine tries to run from or dominate the Feminine," 7) Everyone points the finger," 8) "We all have multiple personalities," and 9) We are all addicted to intensity."

This is the best book I have read all year. For 158 pages, I received some intense information. I'm usually a quick reader and can plow through books. Each chapter is such an eye opener, that I had to put it down and apply and study the theory and I would laugh as I discovered it's truth in my own life and relating to others. I could see my own behavior and it made me have better compassion for myself and others as we all struggle with the same thing, but now I at least know, what the heck I'm up against. This is on my "favorite all time books shelf" Great Holiday gift. For such a small book, it sure packs a punch.

Why Normal People Do Some Crazy Things: Nine Fundamentals of Human Behavior is based on the premise that it is the unexplainable behaviors of others that most upset us. It owes its development to months of participating in after work gripe sessions with associates. The author, Kevin Davis, M.A., noticed that while his professional peers shared their own personal conflicts, they were most enlivened and passionate when speculating about "why" the offending party had behaved the way they had. "Why would they do that?" "What is wrong with her?" they repeatedly asked in disbelief. Initially, Kevin responded to these questions with short, simple one-liners meant to bring thoughtful humor to the situation. But after a couple of months of playfully tossing out these aphorisms, he found the colleagues started repeating them, testing then to see which ones were most valid. Their earlier distress it seemed could be mitigated or even prevented if they could make sense of others' behaviors. Nine aphorisms, in particular, stood the test of time as reliable observations that explain a large range of fundamental--indeed predictable--behaviors that people experience in their lives every day. With real life stories and personal examples, this book introduces and explains these nine "fundamentals" of human behavior. From relationship issues to workplace conflicts and even global politics, the nine fundamentals help to explain a large range of situations and behaviors that have left readers scratching their heads in the past. Both the popular psychology enthusiast and the in-depth student of psychology will experience an "Ah Hah" moment as they read this funny and insightful book.

Kevin Davis, M.A. has been a psychotherapist in Atlanta Ga. for the past twenty five years. He began his career as an addiction counselor for a hospital-based recovery center and later became the director/administrator of the same unit. Later in his career, he worked for several years as a workplace resolution counselor for the Employment Assistance Program at Emory University. In 1993, he had the opportunity to join a team of corporate coaches working with a multinational corporation in Britain to assist a "corporate cultural change experiment" facilitating all levels of management to move to a more cooperative, group management style. Presently in private practice, Kevin continues to work with individual executives as a corporate coach.

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The author's use of a conversational style of writing and humorous, sometimes touching stories allows the layperson a unique yet accessible window into the deeper psychological motivations behind people's actions. From relationship issues to workplace conflicts and even global

politics, the nine fundamentals help to explain a large range of situations and behaviors that may have left readers scratching their heads in the past. While many of the fundamentals are intuitive and easy to grasp, others are more complex. The author guides us with patience and humor through some of the more challenging principles.

The "Discussion Bites" chapter at the end of the book presents questions for further discussion, allowing a more in-depth approach for readers who wish to apply each fundamental to their own real life experiences. As such, it is an indispensable guide for intrepid book club members hoping for a lively airing of seldom discussed issues. Both the popular psychology enthusiast and the in-depth student of psychology will experience an "Ah Hah" moment as they read the funny and insightful "Why Normal People Do Some Crazy Things."

Now, I want it to be clear that this is not an indictment of the book. After all, Davis admits what he has done. Further, he is not asking readers to accept his fundamentals as fact, truth, proven points, or validated conclusions. He is presenting them as discussable issues. They are designed simply to promote discussion. And, certainly, with that in mind, they may well serve that purpose.

With all of this said, Davis is a fairly good writer, has a sense of humor, and offers a variety of interesting examples. If you are just looking for an enjoyable book that may keep your interest for a couple of hours, this is a worthwhile purchase. If you are looking for deep thinking, well-researched ideas, or insights that you won't find in numerous other places, this book won't help you at all. Davis, however, offers practical information that has the potential to remind you of a variety of interesting insights that may or may not offer you useful ways to look at daily behavior.

The contents of this often very funny and insightful book could be predicted just by reading the old fashioned contents pages with their introductory details to what the chapters are about. In addition the end of the book has a helpful resume of each chapter as discussion points which can be used to analyse ones own behaviours .

Davis comes across as genuine in his attempts at pedagogy. Pointing out "people's" errors and using his observations to encourage people to look at themselves and ultimately help themselves and change. But in long run I ended up finding the book tiresome and I became indifferent to his concerns. And this is why:

Not everyone is an uptight North American white middle-class isolated abstracted gimp. In fact I don't believe the majority of Americans are either. The book lacks location, social understanding and context. An analysis of perhaps Puerto Rican Americans, Orthodox Jewish Americans, or Afro-Black Americans would be very different . He acknowledges this by using his own Southern upbringing as an example of how Americans could behave differently but again it is one dimensional and we are left with the stereotype of Southern manners and graciousness However generalisation is more the agenda here and without it there wouldn't be a book.

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