September 22nd, 2009

<http://www.danpink.com/archives/2009/09/4-quotations-that-didnt-make-it-into-the-book>

[**4 Quotations That \*Didn’t\* Make It Into The Book**](http://www.danpink.com/archives/2009/09/4-quotations-that-didnt-make-it-into-the-book)

In late December, I’ll be rolling out a [new book](http://bit.ly/drivebook). This one argues that much of what we think we know about human motivation just ain’t so — and then shows how you can use the surprising new science of motivation to transform your life. (For a a tantalizing sneak preview, check out [this video](http://bit.ly/tedpink).)

I’ll be talking plenty later in the year about what’s in the book. But as I dig out from piles of research and notes, let me share what’s ***not*** in the book. Here, for instance, are four quotations that I like quite a bit — but that didn’t survive the final edits.

***“Any activity becomes creative when the doer cares about doing it right, or doing it better.” – John Updike***

***“Every man is proud of what he does well and no man is proud of that he does not do well. With the former, his heart is in his work; and he will do twice as much of it with less fatigue. The latter performs a little imperfectly, looks at it in disgust, turns from it, and imagines himself exceedingly tired.” – Abraham Lincoln***

***“No great programmer is sitting there saying, ‘I’m going to make a bunch of money,’ or ‘I’m going to sell a hundred thousand copies.’ Because that kind of thought gives you no guidance about the problems.” – Bill Gates***

***“Sometimes you have to go on when you don’t feel like it, and sometimes you’re doing good work when it feels like all you’re managing is to shovel shit from a sitting position.” – Stephen King***