

**THE TIME PARADOX: THE NEW  
PSYCHOLOGY OF TIME THAT WILL  
CHANGE YOUR LIFE BY PHILIP  
ZIMBARDO, JOHN BOYD PH.D.**

Reclaim Yesterday, Enjoy Today,  
and Master Tomorrow

**The  
Time Paradox**

The New Psychology of Time  
That Will Change Your Life



"Comprehensive,  
admirably clear, and  
a delightful read."  
—Nassim Nicholas Taleb,  
author of *The Black Swan*

**Philip Zimbardo**

Author of the *New York Times* Bestseller

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From Publishers Weekly

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Your every significant choice -- every important decision you make -- is determined by a force operating deep inside your mind: your perspective on time -- your internal, personal time zone. This is the most influential force in your life, yet you are virtually unaware of it. Once you become aware of your personal time zone, you can begin to see and manage your life in exciting new ways.

In *The Time Paradox*, Drs. Zimbardo and Boyd draw on thirty years of pioneering research to reveal, for the first time, how your individual time perspective shapes your life and is shaped by the world around you. Further, they demonstrate that your and every other individual's time zones interact to create national cultures, economics, and personal destinies.

You will discover what time zone you live in through Drs. Zimbardo and Boyd's revolutionary tests. Ask yourself:

- Does the smell of fresh-baked cookies bring you back to your childhood?
- Do you believe that nothing will ever change in your world?
- Do you believe that the present encompasses all and the future and past are mere abstractions?
- Do you wear a watch, balance your checkbook, and make to-do lists -- every day?
- Do you believe that life on earth is merely preparation for life after death?
- Do you ruminate over failed relationships?
- Are you the life of every party -- always late, always laughing, and always broke?

These statements are representative of the seven most common ways people relate to time, each of which, in its extreme, creates benefits and pitfalls. *The Time Paradox* is a practical plan for optimizing your blend of time perspectives so you get the utmost out of every minute in your personal and professional life as well as a fascinating commentary about the power and paradoxes of time in the modern world.

No matter your time perspective, you experience these paradoxes. Only by understanding this new psychological science of time zones will you be able to overcome the mental biases that keep you too attached to the past, too focused on immediate gratification, or unhealthily obsessed with future goals. Time passes no matter what you do -- it's up to you to spend it wisely and enjoy it well. Here's how.

- Sales Rank: #279593 in Books

- Published on: 2008-08-05
- Released on: 2008-08-05
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.20" w x 6.00" l, 1.14 pounds
- Binding: Hardcover
- 368 pages

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3 of 3 people found the following review helpful.

it is absolutely amazing. You have to get this book and read ...

By proferr

Taking into account that part of my job is to help people succeed in their life, many times I am been asked what is the one secret for success, I have always answered the same, for me the secret is time perspective. That is why when I found this book immediately began to read it, have done that twice. This book should be amongst the most influential ones of our lifetime, it is absolutely amazing. You have to get this book and read it at least one time every year.

5 of 5 people found the following review helpful.

Great for anyone who curious about managing their time

By Mese

I purchased this book because I wanted an alternative way to think about time. Most books discuss ways to maximize time by being more efficient. One way *Time Paradox* differs is that it focuses on time perspectives that influence how we all prioritize a particular point in time: past, present, or future.

For example, I learned that I am very present oriented. That makes sense because my professional and personal activities involve a lot of community/ crisis service. In fact, I have a better understanding of the motives behind certain service delivery models compared to others based on whether the goal is to transform the moment a person is situated in or to maximize the investment in that persons life.

In addition, I found this book helpful for better understanding organization and attention disorders which are based in part of perception of time and future time.

Finally, the book helped me to identify ways that I could develop a more balanced time orientation. Rather than just trying to better manage my time, I learned that my time paradigm was driving decisions about how



I invest my energy.

0 of 0 people found the following review helpful.

30% Amazing, 70% meh.

By Michael J. Herzog

I found the concept of time perspectives to be profound. It put explicit language to something that was previously outside my awareness. Much of the application of the concepts feels less useful and almost cliché. The distinction between causation and correlation feels really important to me as I read this book. People who have high score on "present fatalistic" are less happy. Of course.

Overall, I think this is worth a read for someone who is looking to add another tool to their developmental model, but it should be someone who already has a workshop full of really good tools so they can discern the exact right and narrow use of this particular tool.

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