



Surprise: Embrace the Unpredictable and Engineer the Unexpected

Lee Ann Renninger PhD

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Surprise: Embrace the Unpredictable and Engineer the Unexpected is a fascinating look at how we can handle and harness surprise in our work, relationships, and everyday lives.

Pop Quiz!

Do you prefer when:


- A) Things go according to plan?
- B) When the unexpected happens?

Most of us pick control and predictability. Yet research reveals a counterintuitive truth: surprise is the key that unlocks growth, innovation, and connection. It is also the secret ingredient in our best memories.

Through colorful narratives and compelling scientific findings, authors Tania Luna and Dr. LeeAnn Renninger shine a light on the world's least understood and most intriguing emotion. They reveal how shifting our perception of surprise lets us thrive in the face of uncertainty. And they show us how surprise acts as a shortcut that turns a typical product into a meaningful experience, a good idea into a viral one, awkward small talk into engaging conversation, and daily life into an adventure.

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