



The Levity Effect: Why it Pays to Lighten Up

Adrian Gostick, Scott Christopher

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The Levity Effect uses serious science to reveal the remarkable power of humor and fun in business. Science proves it?fun is good for business! Based on ten years of extensive research, the authors argue against business tradition to reveal the powerful bottom-line benefits of leading with levity. With interviews, exercises, and case studies, the book reveals how humor in the workplace will help you communicate messages, build camaraderie, and encourage creativity for a better workplace and bigger profits.

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