



NEIL PASRICHA is the *New York Times*—bestselling author of the Book of Awesome series, which has spent more than five years on bestseller lists and sold over a million copies. Pasricha is a Harvard MBA, one of the most popular TED speakers of all time, and director of the Institute for Global Happiness. He has dedicated more than ten years of his life to developing leaders and speaking about happiness to hundreds of



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UNLOCK THE 9 SECRETS TO HAPPINESS!

Neil Pasricha is a Harvard MBA, Walmart executive, *New York Times*—bestselling author, husband, and dad. After selling over a million copies of books in the Book of Awesome series, he now shifts from observation to application.

In *The Happiness Equation*, Pasricha demonstrates how to want nothing, do anything, and have everything. If that sounds like a contradiction, you haven't yet unlocked the 9 Secrets to Happiness.

Each secret takes a common ideal, flips it on its head, and casts it in a completely new light. Pasricha then goes further by providing step-by-step guidelines and hand-drawn scribbles that show exactly how to apply each secret to live a happier life today.

Controversial? Maybe. Counterintuitive? Definitely.

(AND REMEMBER: THE MORE SECRETS YOU MASTER, THE HAPPIER YOU WILL BE.)

ADVANCE PRAISE FOR THE HAPPINESS EQUATION

“When Neil Pasricha talks, leaders of all levels and backgrounds stop what they’re doing . . . and listen.”

—HOWARD BEHAR, former president of Starbucks Coffee

“Clear, practical, and thought-provoking, *The Happiness Equation* reveals how all of us can live happier lives.” —GRETCHEN RUBIN, author of *Better Than Before* and *The Happiness Project*

“Nobody has hacked happiness like this before!”

—FRANK WARREN, author of *PostSecret*

“Neil Pasricha is a life coach for the next generation! He makes happiness attainable by using scientifically proven habits that require low time investment and reap massive rewards!” —SHAWN ACHOR, author of *The Happiness Advantage*

“Be happy first. These three words are so counterintuitive that most of us don’t know what to do with them. Neil does.”

—SETH GODIN, author of *What to Do When It’s Your Turn*

“Want to get happy? Steal everything you can from this book.”

—AUSTIN KLEON, author of *Steal Like an Artist*

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“Dale Carnegie was last century. Steven Covey was last decade. Neil Pasricha is what’s now.” —SUSAN CAIN, author of *QUIET*

THE HAPPINESS EQUATION

WANT NOTHING + DO ANYTHING
= HAVE EVERYTHING

NEIL PASRICHA

New York Times—bestselling author of *The Book of AWESOME*

THE
HAPPINESS
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Canada \$35.00

The Happiness Equation is a once-in-a-lifetime book that will change how you think about everything—your career, your relationships, and ultimately, of course, yourself.”

—TONY HSIEH, author of *Delivering Happiness* and CEO of Zappos

The Happiness Equation is the result of an unrelenting search, over more than a decade, to hack human happiness. It contains the collective wisdom of hundreds of positive psychologists, dozens of Fortune 500 CEOs, and thousands of personal interviews. Turning to a wide range of sources—from Germany to Japan, from the Buddha to Vonnegut, from Hitchcock to *Home Alone*—Neil Pasricha, the *New York Times*—bestselling author of *The Book of Awesome*, focused on one life-changing question:

What is the simplest formula for a happy life?

Thousands upon thousands of hours later, this book has the answers. Whether greeting to meeting or boardroom to bedroom, it’s all here. *The Happiness Equation* illustrates concepts such as:

- How a teacher makes more money than a Harvard MBA (page 139)
- The 4 simple words that block all criticism (page 31)
- How eliminating options leads to more choice (page 160)
- What the healthiest hundred-year-olds teach us about retirement (page 101)
- How to add one hour to your day with only one small change (page 189)
- The one thing many billionaires want but cannot have (page 80)
- How to make every decision in half the time (page 160)

And much, much more.

“Disarmingly written, memorably fun, and unstoppingly useful.”
—COLONEL CHRIS HADFIELD, former commander of the International Space Station and author of *An Astronaut’s Guide to Life on Earth*