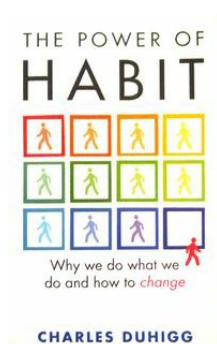


THE POWER OF HABIT: WHY WE DO WHAT WE DO, AND HOW TO CHANGE

A young woman walks into a laboratory. Over the past two years, she has transformed almost every aspect of her life. She has quit smoking, run a marathon, and been promoted at work. The patterns inside her brain, neurologists discover, have fundamentally changed. Marketers at Procter & Gamble study videos of people making their beds. They are desperately trying to figure out how to sell a new product called Febreze, on track to be one of the biggest flops...



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The Golden Rule of Habit Change: You can't extinguish a bad habit, you can only change it. Charles Duhigg, The Power of Habit: Why We Do What We Do in Life and Business //

Small wins are exactly what they sound like, and are part of how keystone habits create widespread changes. A huge body of research has shown that small wins have enormous power, an influence disproportionate to the accomplishments of the...

Reader's Opinions

This may be a crappy review since its going up via iPhone. Sorry. First caveat: I work in research. A big part of my job is creating these habit loops and seeing if they can be altered or enhanced via medication. Second caveat: I'm a nerd and love journal articles, scientific writing, and technical reading, even off the job. Third caveat:...