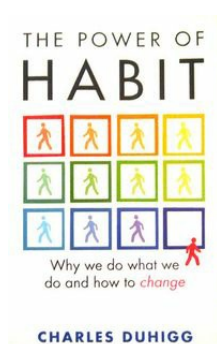


THE POWER OF HABIT: WHY WE DO WHAT WE DO, AND HOW TO CHANGE

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...



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The Power of Habit: Why We Do What We Do, and How to Change

Author	Charles Duhigg
Original Book Format	Paperback
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Filesize	9.06 MB

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Peek Inside the Book

All our life, so far as it has definite form, is but a mass of habits - practical, emotional, and intellectual - systematically organized for our weal or woe, and bearing us irresistibly toward our destiny, whatever the latter may be." - William James Charles Duhigg, The Power of Habit: Why We Do What We Do in Life and Business //

Reader's Opinions

Enjoyable. The book presents a framework of understanding how habits work, and serves as a guide to show how to change habits. Once you choose who you want to be, believe you want to change, and it becomes real. Visualize the kind of person you would like to become, focus on one habit you would potentially develop, and transform...