

'Absolutely fascinating.' *Wired*

THE POWER OF HABIT

Why we do what we
do and how to *change*



CHARLES DUHIGG

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

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Product Description

There's never been a better time to set new habits. This book will change your life.

Why do we do develop habits? And how can we change them? We can always change. In *The Power of Habit*, award-winning New York Times business reporter Charles Duhigg translates cutting-edge behavioural science into practical self-improvement action, distilling advanced neuroscience into fascinating narratives of transformation. Why can some people and companies change overnight, and some stay stuck in their old ruts? The answer lies deep in the human brain, and *The Power of Habits* reveals the secret pressure points that can change a life. From Olympic swimmer Michael Phelps to Martin Luther King Jr., from the CEO of Starbucks to the locker rooms of the NFL, Duhigg explores the incredible results of keystone habits, and how they can make all the difference between billions and millions, failure and success - or even life and death. *The Power of Habit* makes an exhilarating case: the key to almost any door in life is instilling the right habit. From exercise to weight loss, childrearing to productivity, market disruption to social revolution, and above all success, the right habits can change everything. Habits aren't destiny. They're science, one which can transform our businesses, our communities, and our lives.

'Plenty of business books that try to tap into the scientific world manage to distil complicated research into readable prose. But few take the next step and become essential manuals for business and living. *The Power of Habit* is an exception.' ANDREW HILL, FINANCIAL TIMES