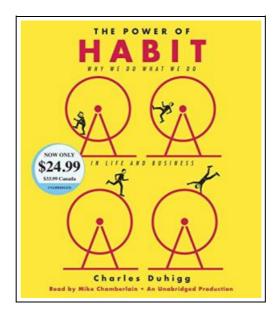
The Power of Habit: Why We Do What We Do in Life and Business



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Reviews

It is fantastic and great. Sure, it is perform, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Conor Grant)

THE POWER OF HABIT: WHY WE DO WHAT WE DO IN LIFE AND BUSINESS



Random House Audio Publishing Group, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal - Financial Times NEW YORK TIMES BESTSELLER 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 in company history. Suddenly, one of them detects a nearly imperceptible pattern--and with a slight shift in advertising, Febreze goes on to earn a billion dollars a year. An untested CEO takes over one of the largest companies in America. His first order of business is attacking a single pattern among his employeeshow they approach worker safety--and soon the firm, Alcoa, becomes the top performer in the Dow Jones. What do all these people have in common? They achieved success by focusing on the patterns that shape every aspect of our lives. They succeeded by transforming habits. In The Power of Habit, award-winning New York Times business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. With penetrating intelligence and an ability to distill vast amounts of information into engrossing narratives, Duhigg brings to life a whole new understanding of human nature and its potential for transformation. Along the way we learn why some people and companies struggle to change, despite years of trying, while others seem to remake themselves overnight. We...



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