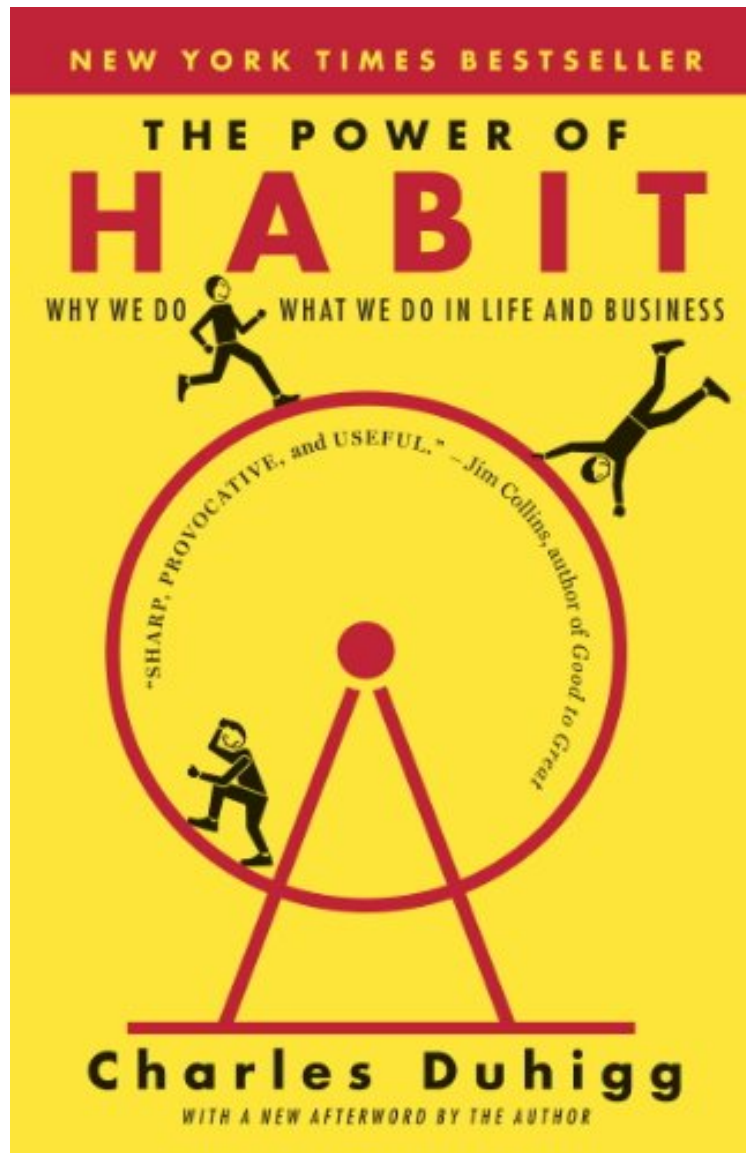


(Read now) The Power of Habit: Why We Do What We Do in Life and Business

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

*Charles Duhigg*

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**Charles Duhigg : The Power of Habit: Why We Do What We Do in Life and Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Habit: Why We Do What We Do in Life and Business:

221 of 226 people found the following review helpful. A Janus-faced text, with very different halvesBy QuietTwo halves coexist within this book's covers. One is outstanding; the other is a bit sloppy. Part one is the heart of the book; it explains what habits are about, where they come from, how they're hard-wired into our brains, and how they can be enormously powerful—both to enslave us and to free us if we only learn how to handle them well

(the book's mission). I found this part of the book to be truly outstanding: well-researched, engagingly written and extremely persuasive. It combines scientific research, personal life-stories and journalistic interviews to great effect. While the 1st part is circumscribed to the individual level of analysis, on parts 2 and 3 the author takes the analysis from the micro to organizations (meso-level) and societies (macro-level). The author describes "the power of weak ties" of social networks, and claims that it helps understand the rise of social movements which it clearly does. But in his explanation, networks are rebranded as "the habit of peer pressure". Networks as well as peer pressure, or culture can be powerful forces for change, undoubtedly. But networks are not habits as per his own definition. Different phenomena are conflated into the concept of habits, and in doing so the concept loses elegance and consistency. Intellectually, the book is revealing. On a personal level, it is incredibly useful and I'm thankful to the author for writing it. I would have limited the book claims to the phenomena it can explain beyond any reasonable doubt. By taking the concept of habits beyond what it can solidly explain, parts 2 3 detract a bit of value and credibility from the book. Were it not for that, I would have given 5 stars to the book. In balance, this is still a great book that --with the caveat expressed-- I strongly recommend.

753 of 796 people found the following review helpful. Three Chapters Worthwhile, The Rest is Filler

By Zalmorion the Fantastic

Only three chapters are both interesting and useful, but they all slow down when the author drags us through stories that could have been condensed into a few sentences or a couple paragraphs. Frustrating. The science is interesting, but shallowly covered. Basically the book is one big series of stories about how people changed habits to succeed in life. If you are looking for help yourself in this area, look elsewhere. The author offers a small bit of useful advice: Basically, you look for the cues/triggers that are starting the routine/habit that you are not happy with but cannot seem to stop. Then you determine what is the reward you are getting. Are you eating the candy because of low blood sugar or because you eat with friends and need a chat or because you are nervous and it calms you, etc. Discovering the triggers and rewards takes time and introspection--all left up to you. The book cannot help you there. But once you do, you change the routine/habit by force of will every time you encounter the cue/trigger, making sure that the reward is the same. The cue and reward must be the same. So, instead of eating candy, you just go chat with friends on purpose, or you eat a better form of food to satisfy low blood sugar, or whatever. When you feel like engaging in the "bad" habit, ask yourself what you get out of the habit beyond the superficial and obvious. Then replace that habit with a new one you desire to do that gives you the same type of reward/outcome/feeling. Do this over and over until it becomes . . . a habit. So, there you go. Saved you money. Unless you enjoy random success stories. Then the book is a good read for you. I wish I had not purchased this book, but you live and learn.

0 of 0 people found the following review helpful. A must-read for everyone

By pip

This is absolutely a must-read, and I wish I would have discovered this before starting college. I believe that people who seek self-improvement would find it helpful to understand more about the way their brain works first. This book does a good job explaining the "cue-habit-reward" cycle which dictates most of our actions, and provides many interesting examples that makes it a page-turner. After reading this, you can be confident in your ability to overcome bad habits and develop good ones. This book was so good, I bought it FOUR times to gift it to four different people.

OVER 60 WEEKS ON THE NEW YORK TIMES BESTSELLER LIST

With a new Afterword by the author

In The Power of Habit, Pulitzer Prizewinning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter Gamble to sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.

NEW YORK TIMES BESTSELLER • NPR BESTSELLER • WASHINGTON POST BESTSELLER • LOS ANGELES TIMES BESTSELLER • USA TODAY BESTSELLER • PUBLISHERS WEEKLY BESTSELLER

NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal • Financial Times • "Sharp, provocative, and useful." —Jim Collins • "Few [books] become essential manuals for business and living. The Power of Habit is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good." —Financial Times • "A flat-out great read." —David Allen, bestselling author of Getting Things Done: The Art of Stress-Free Productivity • "I'll never look at yourself, your organization, or your world quite the same way." —Daniel H. Pink, bestselling author of Drive and A Whole New Mind • "Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change." —The New York Times Book Review

Cue: see cover. Routine: read book. Reward: fully comprehend the art of manipulation.

—Bloomberg Businessweek • "Absolutely fascinating." —Wired • "A fresh examination of how routine behaviors take hold and whether they are susceptible to change . . . The stories that Duhigg has knitted together are all fascinating in their own right, but take on an added dimension when wedded to his examination of habits." —Associated Press

There's been a lot of research over the past several years about how our habits shape us, and this work is beautifully described in the new book *The Power of Habit*—David Brooks, *The New York Times*

A first-rate book—based on an impressive mass of research, written in a lively style and providing just the right balance of intellectual seriousness with practical advice on how to break