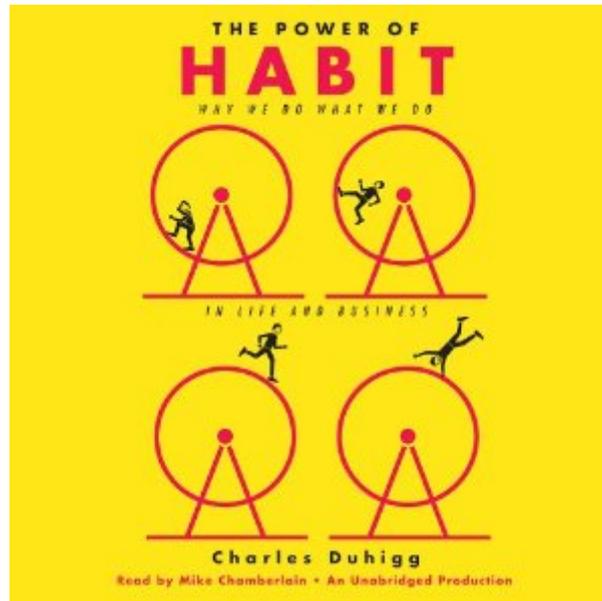


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# The Power Of Habit: Why We Do What We Do In Life And Business



## Synopsis

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 employees - how 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 visit laboratories where neuroscientists explore how habits work and where, exactly, they reside in our brains. We discover how the right habits were crucial to the success of Olympic swimmer Michael Phelps, Starbucks CEO Howard Schultz, and civil-rights hero Martin Luther King, Jr. We go inside Procter & Gamble, Target superstores, Rick Warren's Saddleback Church, NFL locker rooms, and the nation's largest hospitals, and see how implementing so-called keystone habits can earn billions and mean the difference between failure and success, life and death. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is understanding how habits work. Habits aren't destiny. As Charles Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.

## Book Information

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## Customer Reviews

In this wonderful book, Charles Duhigg, an investigative reporter for The New York Times, tackles an important reality head on. That is, people succeed when they identify patterns that shape their lives--and learn how to change them. This idea--that you can indeed change your habits--draws on recent research in experimental psychology, neurology, and applied psychology. As you can see from the TOC below, Duhigg really goes after a broad range of topics. He looks at the habits of individuals, how habits operate in the brain, how companies use them, and how retailers use habits to manipulate buying habits. This provides some fascinating research and stories, such as the fact that grocery stores put fruits and vegetables at the front of the store because people who put these healthy items in their carts are more apt to buy junk food as well before they leave the store. The author's main contention is that "you have the freedom and responsibility" to remake your habits. He says "the most addicted alcoholics can become sober. The most dysfunctional companies can transform themselves. A high school dropout can become a successful manager." He makes a convincing case for all this. The only problem is that's all he does. He doesn't show you how to do it.

PART ONE: THE HABITS OF INDIVIDUALS

1. The Habit Loop - How Habits Work
2. The Craving Brain - How to Create New Habits
3. The Golden Rule of Habit Change - Why Transformation Occurs

PART TWO - THE HABITS OF SUCCESSFUL ORGANIZATIONS

4. Keystone Habits, or The Ballad of Paul O'Neill - Which Habits Matter Most
5. Starbucks and the Habit of Success - When Willpower Becomes Automatic
6. The Power of a Crisis - How Leaders Create Habits Through Accident and Design
- 7.

This is a great book about the power of habit and what we can do to change our habits in business,

life, and society. The book is divided into three sections, first focusing on the individual, then companies, and finally societies. The first three chapters are my favorite, and really make up the heart of the book. Chapter 1, "The Habit Loop" explains exactly what a habit is. Some estimate, according to the author, that habits make up 40% of our daily routine. Favorite quote from this chapter: "This process within our brains is a three-step loop. First, there is a cue, a trigger that tells your brain to go into automatic mode and which behavior to use. The there is the routine, which can be physical or mental or emotional. Finally, there is the reward . . ." (19) Chapter 2, "The Craving Brain" includes the story of Pepsodent and lays out a simple formula for creating new habits in others. "First, find a simple and obvious cue. Second, clearly define the reward." (37) The rest of the chapter will fill you in on the missing part of this formula and you will learn how Febreze went from near bust to a product bringing in over a billion dollars a year. Chapter 3, "The Golden Rule of Habit Change" is my favorite chapter. In this chapter you will learn what part of the habit loop to modify and how you should go about doing it. You will also learn how Tony Dungie reinvented the Tampa Bay Buccaneers and the Indianapolis Colts by instilling habits into his teams. Very good information, if you read one chapter in this book, make sure it is this one. Of interest to everyone, from smokers to businessmen to nail-biters to football coaches. The remaining two sections of the book were not quite as strong as the first.

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