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

Charles Duhigg

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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 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.

Praise for *The Power of Habit*

“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***

“You’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***

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From reader reviews:

Mora Miller:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite guide and reading a publication. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled The Power of Habit: Why We Do What We Do in Life and Business. Try to stumble through book The Power of Habit: Why We Do What We Do in Life and Business as your good friend. It means that it can to be your friend when you sense alone and beside that of course make you smarter than before. Yeah, it is very fortuned to suit your needs. The book makes you much more confidence because you can know every little thing by the book. So , we should make new experience and also knowledge with this book.

Eleanor Rowe:

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Gustavo Cyr:

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Lillian Robbins:

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