Summary of the Power of Habit: By Charles Duhigg - Includes Analysis (Paperback)

By Instaread

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The Power of Habit: by Charles Duhigg A 15-minute Key Takeaways Analysis Preview: The Power of Habit by Charles Duhigg is a thorough examination of several case studies about how habit formation and habit change impact daily life. It details the experiences of individuals, corporations, and organizations to illustrate how habits are made and why, how they can be changed, how habits of all kinds are used in businesses to attract customers or manage employees, and the devastating results of a poorly managed habit.Several studies of individuals with unusual habits or habit changes explain the neurological mechanisms that form habits in the brain. The habit, stored in the basal ganglia for neural efficiency, is the result of a loop comprised of three parts. These parts are a cue that triggers the habit loop, a routine to execute, and feedback, or a reward, that tells the brain to remember the habit for the future. Habits can be changed by retaining the cue and reward.Key TakeawaysThe brain forms habits automatically to increase mental efficiency and stores the...

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