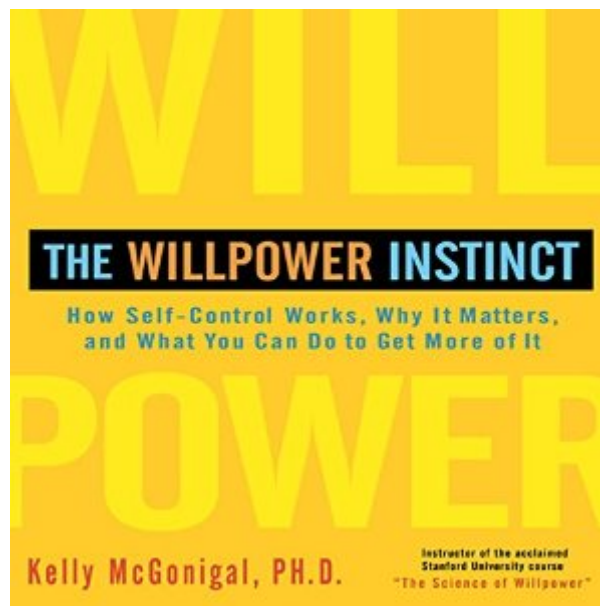


The book was found

The Willpower Instinct: How Self-Control Works, Why It Matters, And What You Can Do To Get More Of It



Synopsis

Based on Stanford University psychologist Kelly McGonigal's wildly popular course The Science of Willpower, The Willpower Instinct is the first book to explain the new science of self-control and how it can be harnessed to improve our health, happiness, and productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, The Willpower Instinct explains exactly what willpower is, how it works, and why it matters. For example, listeners will learn: Willpower is a mind-body response, not a virtue. It is a biological function that can be improved through mindfulness, exercise, nutrition, and sleep. Willpower is not an unlimited resource. Too much self-control can actually be bad for your health. Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower. Guilt and shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control. Giving up control is sometimes the only way to gain self-control. Willpower failures are contagious - you can catch the desire to overspend or overeat from your friends - but you can also catch self-control from the right role models. In the groundbreaking tradition of Getting Things Done, The Willpower Instinct combines life-changing prescriptive advice and complementary exercises to help listeners with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

Book Information

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Customer Reviews

Speaking of willpower, once I started reading this book, it took every ounce of my willpower to put it down! (And, so yeah, I may have been spotted reading this book in my car while sitting at red lights. My apologies to the drivers behind me for any [slight] delays my willpower challenges may have caused.) As the above evidence suggests, I can't rave enough about this book. It's a gem, it's a god-send, and it's just that good. You'll have to read for yourself to see what all this gushing is about, but for now, here's a small sampling in the form of the titles' chapters with the author Kelly's big idea summary of each:***Chapter 1: I Will, I Won't, I Want--What Willpower Is, and Why It MattersWillpower is actually three powers--I will, I won't, and I want--that help us to be a better version of ourselves.***Chapter 2: The Willpower Instinct--Your Body Was Born to Resist CheesecakeWillpower is a biological instinct, like stress, that evolved to help protect ourselves from ourselves.***Chapter 3: Too Tired to Resist--Why Self-Control Is Like a MuscleSelf-control is like a muscle. It gets tired from use, but regular exercise makes it stronger.***Chapter 4: License to Sin--Why Being Good Gives Us Permission to Be BadWhen we turn willpower challenges into measures of moral worth, being good gives us permission to be bad. For better self-control, forget virtue, and focus on goals and values.***Chapter 5:The Brain's Big Lie--Why We Mistake Wanting for HappinessOur brains mistake the promise of reward for a guarantee of happiness, so we chase satisfaction from things that do not deliver.

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