



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

By Charles Duhigg

Random House Audio Publishing Group, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. 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...



[READ ONLINE](#)
[3.99 MB]

Reviews

Extensive information for book fans. It is written in basic words and never hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Otis Wisoky

This publication is great. It is full of wisdom and knowledge. You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).

-- Dr. Everett Dicki DDS