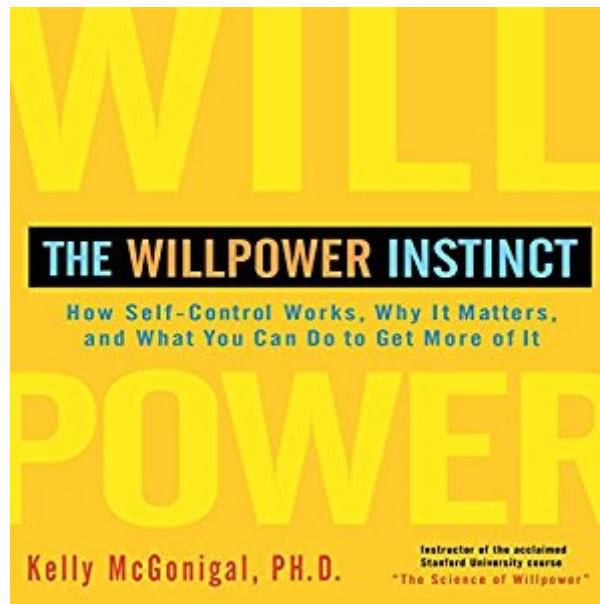


The book was found

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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