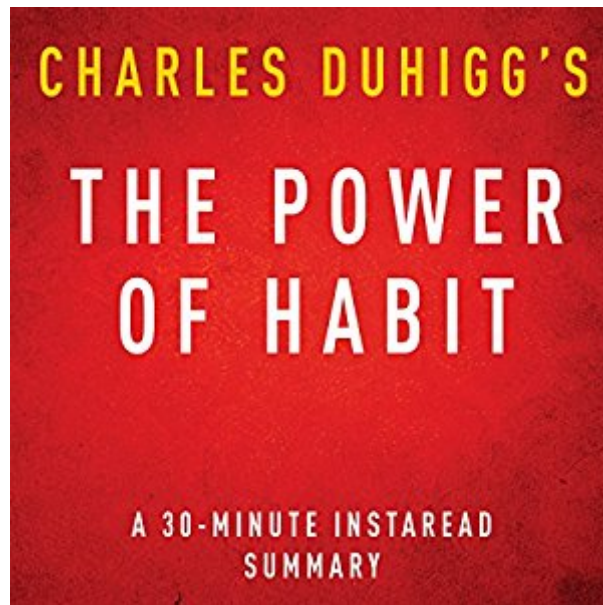


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# The Power Of Habit By Charles Duhigg - A 30-Minute Summary



## Synopsis

With InstaRead Summaries, you can get the summary of a book in 30 minutes or less. We read every chapter, summarize and analyze it for your convenience. This is an InstaRead Summary of *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg. In *The Power of Habit*, Charles DuHigg explains how all of our lives are a mass of habits. Many of our choices are not based on careful decision-making. They are instead habits and these habits have a tremendous influence on our health and productivity. Once we understand how habits are formed and how they work, we can learn how to change them. This book is divided into three parts. The first part focuses on the habits of individuals. In this section, DuHigg explains the habit loop and how habits work. A habit loop is made up of a cue or trigger, a routine, and a reward. DuHigg's examples show us how once habits are lodged in our brain, they influence how we act - often without our realizing it. Advertisers take advantage of our habits to convince us to buy their products. Advertisers know that cravings are what drive the habit loop from the cue to the routine to the reward and back again. They are also aware that knowing how to spark a craving is the key to creating a new habit...

## Book Information

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## Customer Reviews

I was not sure if I was going to buy this book because I had heard from some friends that it was essentially a rehash of what is already known about habit building and that it didn't contain much actionable info. So I bought this summary instead and sure enough the summary proved that my hunch was right. The summary was quite readable and worth the money. Glad I didn't spend the

money or time to read the whole book.

I'm a voracious reader and this is one of the best 5 books I've read in the past 5 years. Bought 30+ copies for leaders in our organization and a few family members. Great read for individuals who want to learn all about personal habits. Also, a great read for leaders in business who want to learn about organizational habits and how to make major shifts. We just finished a 4.5 day new year launch event and all the core messaging, strategy and ultimately vision for the new year came from this book and Simon Sinnecks "Start With Why". Absolutely loved the book. Couldn't put it down.

I have never bought a summary before, and now I know why. There are no details given. So there is no in-depth understanding of the subject, just an overall view of it. If that is what you want, than this book is for you.

I get the idea and it's wonderful to have a formula. However, I found I didn't receive any real time examples on how to apply the formula. At least examples with a range of habits. Not moved by it very much.

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