

adam alter irresistible

adam alter irresistible explores the captivating science behind why people can't seem to put down their screens, apps, and devices. This article provides a comprehensive overview of Adam Alter's influential book "Irresistible," highlighting its main ideas, research findings, and practical strategies for managing technology use. Readers will discover how behavioral addiction is engineered into modern technology, the psychological principles that make digital experiences so compelling, and the consequences for individuals and society. Additionally, the article delves into actionable insights, expert perspectives, and the relevance of Alter's work in today's hyper-connected world. Whether you're curious about the psychology of addictive technology or searching for ways to regain control over your digital habits, this guide offers valuable knowledge and techniques you can apply in everyday life.

- Overview of Adam Alter and "Irresistible"
- The Science of Behavioral Addiction
- How Technology Becomes Irresistible
- Consequences of Digital Addiction
- Strategies to Manage and Reduce Technology Addiction
- Expert Perspectives and Societal Implications
- Key Takeaways from "Irresistible"

Overview of Adam Alter and "Irresistible"

Adam Alter is a renowned psychologist, professor at New York University, and author specializing in the intersection of technology, behavior, and addiction. His book "Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked" investigates how digital products—apps, games, social media, and devices—are intentionally designed to be habit-forming. Alter draws on decades of psychological research to explain why people find themselves compulsively checking their phones or spending hours online. The book has garnered praise for its accessible writing style, thorough analysis, and practical recommendations, making it a must-read for anyone concerned about the impact of digital technology on mental health and wellbeing.

"Irresistible" centers on the concept of behavioral addiction, highlighting the ways in which technology companies use psychological principles to maximize user engagement. Alter's work challenges readers to rethink their relationships with screens and offers evidence-based strategies for regaining control. By examining real-world case studies, expert interviews, and scientific studies, the book provides a comprehensive framework for understanding the allure of digital experiences and how to manage them.

The Science of Behavioral Addiction

Defining Behavioral Addiction

Behavioral addiction refers to compulsive engagement in rewarding, non-substance-related activities, such as gaming, social media, or online shopping. Unlike substance addictions, behavioral addictions do not involve ingesting chemicals but can produce similar patterns of dependency and withdrawal. Adam Alter's research underscores that behavioral addiction is a growing phenomenon fueled by the rise of technology.

Psychological Triggers in Technology

Modern apps and devices exploit key psychological triggers to encourage repetitive use. These include variable rewards, social validation, and instant feedback. When users receive unpredictable rewards—such as likes, comments, or game achievements—they experience dopamine bursts, reinforcing the habit loop. Alter explains how these triggers are embedded in design features to keep users engaged for longer periods.

- Variable reward schedules (e.g., notifications, level-ups)
- Social comparison and validation (e.g., likes, shares)
- Personalization and customization (e.g., tailored feeds)
- Gamification elements (e.g., badges, streaks)

Neurological and Emotional Impact

Research cited in "Irresistible" demonstrates that excessive digital engagement can alter brain chemistry, affecting impulse control and emotional regulation. Neurologists have observed changes in dopamine pathways, similar to those found in substance addictions. The emotional consequences include anxiety, restlessness, and reduced satisfaction in offline activities, contributing to a cycle of compulsive use.

How Technology Becomes Irresistible

Design Techniques Used by Tech Companies

Tech companies use sophisticated design techniques to make their products addictive. Adam Alter describes how user experience designers employ behavioral psychology to optimize engagement. Features like infinite scroll, push notifications, and reward systems are meticulously crafted to sustain attention and encourage frequent interaction. The goal is to maximize time spent on platforms, increasing profitability for businesses and dependency for users.

Social Media and Gaming Addiction

Social media platforms and games are particularly effective at fostering behavioral addiction. Social media leverages the human need for connection, approval, and belonging, while video games use progression systems and competitive elements to motivate continued play. Alter cites studies revealing that some individuals spend dozens of hours per week online, often to the detriment of their relationships and responsibilities.

The Role of Mobile Devices

Mobile devices amplify the addictive potential of digital technologies by making them accessible 24/7. Smartphones and tablets provide constant connectivity, enabling users to check notifications, play games, or browse feeds anywhere and anytime. This accessibility increases the frequency and intensity of digital engagement, making self-regulation more challenging.

Consequences of Digital Addiction

Mental Health Effects

Digital addiction can have profound effects on mental health. Adam Alter's research highlights increased rates of anxiety, depression, and sleep disturbances among heavy technology users. The constant stimulation and pressure to stay connected contribute to stress and emotional exhaustion, particularly among adolescents and young adults.

Impact on Relationships and Productivity

Compulsive technology use can strain relationships and reduce productivity. Individuals may prioritize screen time over face-to-face interactions, leading to social isolation and communication difficulties. In workplaces and schools, digital distractions undermine focus and efficiency, resulting in lost time and decreased performance.

Physical Health Concerns

Physical health can also suffer as a result of excessive technology use. Sedentary lifestyles, eye strain, and disrupted sleep patterns are common among those addicted to digital devices. Alter emphasizes that long-term exposure to screens can contribute to chronic health problems and reduce overall wellbeing.

Strategies to Manage and Reduce Technology Addiction

Practical Steps for Individuals

Adam Alter offers actionable strategies for individuals seeking to regain control over their technology habits. These steps focus on increasing awareness, setting boundaries, and fostering healthier routines. Implementing these practices can lead to more mindful and balanced technology use.

1. Track and limit screen time using built-in device features
2. Schedule regular tech-free breaks throughout the day
3. Disable non-essential notifications to minimize distractions
4. Establish "no-screen" zones or times (e.g., during meals, before bed)
5. Replace digital activities with offline hobbies and social interactions

Family and Community Approaches

Families and communities play a critical role in supporting healthy technology use. Alter suggests that parents model balanced habits, set clear guidelines for children, and encourage shared offline experiences. Community initiatives, such as digital detox programs and group challenges, can foster collective accountability and resilience.

Role of Technology Companies

Adam Alter advocates for ethical design and corporate responsibility in the tech industry. Companies can implement features that promote wellbeing, such as screen time reminders, usage limits, and educational resources. By prioritizing user health over engagement metrics, tech firms can help mitigate the risks of digital addiction.

Expert Perspectives and Societal Implications

Interviews and Research Insights

"Irresistible" incorporates expert interviews and research insights from psychologists, neuroscientists, and industry insiders. These perspectives illuminate the complex relationship between technology and human behavior, emphasizing the need for interdisciplinary solutions to addiction. Studies cited in the book reveal the scale of the problem and the urgency of intervention.

Policy and Regulation

Societal responses to digital addiction include policy proposals and regulatory action. Governments and advocacy groups are exploring ways to protect vulnerable populations, particularly children and teens, from the

negative effects of addictive technology. Alter discusses the importance of public awareness campaigns and legal frameworks that encourage responsible design and usage.

Education and Prevention

Education is key to preventing behavioral addiction. Schools, workplaces, and healthcare providers can offer resources and training to help individuals recognize and manage addictive patterns. Alter recommends integrating digital literacy and wellbeing programs into curricula to equip people with the skills needed for healthy technology use.

Key Takeaways from "Irresistible"

Main Lessons from Adam Alter's Work

Adam Alter's "Irresistible" provides a thorough analysis of behavioral addiction in the digital age. Key lessons include understanding the psychological mechanisms that drive compulsive technology use, recognizing the risks to health and relationships, and implementing strategies for self-regulation. The book encourages readers to approach technology mindfully and advocates for industry-wide changes to promote user wellbeing.

Applying Insights to Everyday Life

Readers can apply Alter's insights by developing healthier digital routines, fostering offline connections, and seeking out resources for support. Awareness and education are powerful tools for resisting the allure of addictive technology and reclaiming time and attention for meaningful activities.

Frequently Asked Questions about adam alter irresistible

Q: What is the main premise of Adam Alter's "Irresistible"?

A: The main premise is that digital technologies are intentionally designed to be addictive, using psychological principles that encourage compulsive engagement and dependency.

Q: How does behavioral addiction differ from substance addiction?

A: Behavioral addiction involves compulsive engagement in rewarding activities without ingesting substances, but it can produce similar patterns

of dependency and withdrawal symptoms.

Q: What are some key psychological triggers used in addictive technology design?

A: Key triggers include variable rewards, social validation, instant feedback, gamification elements, and personalization—all of which reinforce frequent use.

Q: What are the negative effects of digital addiction according to Adam Alter?

A: Negative effects include increased anxiety, depression, sleep disturbances, social isolation, reduced productivity, and physical health concerns.

Q: What practical steps can individuals take to manage technology addiction?

A: Individuals can track and limit screen time, schedule tech-free breaks, disable non-essential notifications, set "no-screen" periods, and prioritize offline activities.

Q: How do tech companies contribute to the problem of behavioral addiction?

A: Tech companies design products to maximize user engagement and time spent on their platforms, often by leveraging psychological principles that foster dependency.

Q: What role do families and communities play in addressing technology addiction?

A: Families and communities can set healthy boundaries, model balanced behavior, and participate in collective initiatives to promote responsible technology use.

Q: Are there any policy or regulatory solutions discussed in "Irresistible"?

A: Yes, Adam Alter highlights the need for regulations that encourage ethical design and protect vulnerable groups from the negative effects of addictive technologies.

Q: What is Adam Alter's recommendation for the future of technology design?

A: Alter advocates for ethical design practices, corporate responsibility,

and the inclusion of features that promote user wellbeing and self-regulation.

Q: How can education help prevent digital addiction?

A: Education can raise awareness, equip individuals with digital literacy skills, and provide strategies for managing technology use responsibly.

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Adam Alter Irresistible: Understanding and Resisting the Urge

Are you constantly battling the urge to check your phone, scroll through social media, or indulge in another episode of your favorite show? Do you feel a nagging sense that these seemingly harmless activities are consuming more of your time and energy than you'd like? Then you need to understand the power of "irresistible" technologies and how they hijack our attention. This blog post delves into Adam Alter's insightful book, "Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked," exploring its key concepts and offering practical strategies to reclaim control over your digital life. We'll unpack Alter's arguments, examine the psychology behind addictive design, and equip you with tools to resist the allure of technology and cultivate a more balanced and fulfilling life.

H2: The Core Argument of "Irresistible"

Adam Alter's "Irresistible" isn't a simple condemnation of technology. Instead, it's a meticulously researched exploration of how technology is designed to be addictive, capitalizing on our inherent psychological vulnerabilities. Alter argues that many tech companies intentionally leverage principles of behavioral psychology, game design, and social dynamics to create products that are incredibly difficult to put down. This isn't necessarily malicious; it's simply a reflection of a market driven by engagement and profit. He highlights how seemingly small design choices – infinite scroll, variable rewards, social pressure – combine to create a potent cocktail that keeps us hooked.

H3: The Psychology of Addiction: Understanding the Hook

Alter masterfully explains the psychological mechanisms behind addictive technology. He breaks down the concept of "variable rewards," a technique borrowed from casino slot machines, that keeps us constantly anticipating the next dopamine hit. This unpredictability makes checking our phones, emails, or social media feeds incredibly reinforcing, even when the actual rewards are minimal. He also discusses the power of social pressure and the fear of missing out (FOMO), which compels us to stay connected, even when it's detrimental to our well-being.

H3: The Business of Keeping Us Hooked: Profiting from Addiction

A crucial aspect of Alter's argument revolves around the financial incentives driving the creation of addictive technologies. He illustrates how companies prioritize engagement metrics above all else, often at the expense of user well-being. The pursuit of maximizing screen time and user retention fuels the design choices that lead to addictive behavior. Alter isn't advocating for a technological Luddism; he's highlighting the ethical implications of a system that profits from our vulnerabilities.

H2: Reclaiming Control: Practical Strategies from "Irresistible"

While "Irresistible" paints a concerning picture, it's not a doom and gloom narrative. Alter offers practical strategies for resisting the urge and reclaiming control over our digital lives. These strategies focus on self-awareness, mindful technology use, and creating healthier digital habits.

H3: Mindful Technology Use: The Power of Awareness

The first step to breaking free from addictive technologies is cultivating awareness of our habits. Alter suggests tracking our screen time, identifying our triggers, and recognizing the patterns in our technology use. This increased awareness allows us to make more conscious choices about our interactions with technology. Simple acts like setting timers, turning off notifications, and designating specific times for technology use can make a significant difference.

H3: Creating Healthy Digital Habits: Building Resistance

Building healthy digital habits involves actively designing our environment to support our goals. This might include installing app blockers, deleting time-consuming apps, or creating designated tech-free zones in our homes. It's about strategically limiting access to the things that tempt us the most. Furthermore, cultivating alternative activities and hobbies that offer similar levels of engagement and reward can help displace the pull of addictive technologies.

H2: Beyond the Book: Applying Alter's Insights to Daily Life

The concepts presented in "Irresistible" aren't confined to the pages of a book; they are applicable to our daily lives. By understanding the psychology behind addictive technology design, we can make informed decisions about our technology use and create a healthier relationship with our devices. This involves embracing mindful consumption, prioritizing real-life interactions, and actively seeking out alternative sources of engagement and fulfillment.

Conclusion

Adam Alter's "Irresistible" is a crucial read for anyone grappling with the pervasive influence of addictive technologies. It offers a compelling explanation of how these technologies work, the ethical implications of their design, and practical strategies for reclaiming control. By understanding the mechanisms of addiction and implementing the strategies Alter outlines, we can navigate the digital world more consciously and cultivate a more balanced and fulfilling life.

FAQs

Q1: Is "Irresistible" just anti-technology?

A1: No, "Irresistible" isn't about rejecting technology entirely. It's about understanding how certain technologies are designed to be addictive and using that knowledge to develop healthier relationships with them.

Q2: What are some specific apps or websites that Alter discusses as being particularly addictive?

A2: While Alter doesn't name specific apps, he discusses the design features common to many social

media platforms, gaming apps, and news websites that contribute to their addictive nature, such as infinite scroll, variable rewards, and social pressure.

Q3: Are all forms of technology addictive?

A3: No, not all forms of technology are addictive. Alter focuses on technologies designed with features that exploit psychological vulnerabilities to maximize engagement. Many technologies are perfectly useful and harmless when used in moderation.

Q4: How can I apply Alter's concepts to my children's technology use?

A4: Alter's insights are highly relevant for parenting in the digital age. By understanding the design principles of addictive technologies, parents can set healthy boundaries, monitor usage, and model healthy technology habits for their children.

Q5: Can I overcome technology addiction on my own, or do I need professional help?

A5: Many people can successfully manage their technology use through self-help strategies. However, if you're struggling significantly, seeking professional help from a therapist or counselor specializing in technology addiction can be beneficial.

adam alter irresistible: Irresistible Adam Alter, 2017-03-07 “Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times.” —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* “One of the most mesmerizing and important books I’ve read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity.” —Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

adam alter irresistible: Drunk Tank Pink Adam Alter, 2013-03-21 A New York Times bestseller! A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as *Drunk Tank Pink* illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which

outside forces influence us—such as color’s influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. Drunk Tank Pink proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

adam alter irresistible: Irresistible Adam Alter, 2017 How many times have you checked your phone today? Why are messaging apps, email and social media so hard to resist? How come we always end up watching another episode? In recent years, media and technology have perfected the lucrative art of gaining and holding our attention. This extraordinary feat has changed the behaviour of billions of people, and especially the young, by current medical standards, we are experiencing an unprecedented, global pandemic of addiction. But what exactly is an addiction and what, if anything, might we do about it? From cliff-hangers to earworms, from religion to pornography, and from the awesome allure of the 'Kim Kardashian Hollywood' app to the unexpected benefits of the 'butt-brush effect', Irresistible blends fascinating stories with ingenious science to explain how and why we all got hooked.

adam alter irresistible: The Lost Family Libby Copeland, 2020-03-03 “A fascinating exploration of the mysteries ignited by DNA genealogy testing—from the intensely personal and concrete to the existential and unsolvable.” —Tana French, New York Times–bestselling author You swab your cheek or spit in a vial, then send it away to a lab somewhere. Weeks later you get a report that might tell you where your ancestors came from or if you carry certain genetic risks. Or, the report could reveal a long-buried family secret that upends your entire sense of identity. Soon a lark becomes an obsession, a relentless drive to find answers to questions at the core of your being, like “Who am I?” and “Where did I come from?” Welcome to the age of home genetic testing. In The Lost Family, journalist Libby Copeland investigates what happens when we embark on a vast social experiment with little understanding of the ramifications. She explores the culture of genealogy buffs, the science of DNA, and the business of companies like Ancestry and 23andMe, all while tracing the story of one woman, her unusual results, and a relentless methodical drive for answers that becomes a thoroughly modern genetic detective story. Gripping and masterfully told, The Lost Family is a spectacular book on a big, timely subject. “An urgently necessary, powerful book that addresses one of the most complex social and bioethical issues of our time.” —Dani Shapiro, New York Times–bestselling author “Before you spit in that vial, read this book.” —The New York Times Book Review “Impeccably researched . . . up-to-the-minute science meets the philosophy of identity in a poignant, engaging debut.” —Kirkus Reviews (starred review)

adam alter irresistible: Blindsight Matt Johnson, Prince Ghuman, 2020-05-19 Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they’ve been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you’ll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.

adam alter irresistible: The Social Leap William von Hippel, 2018-11-13 A study of how evolution has forged our modern lives—from work and relationships to leadership and innovation, as well as our quest for happiness. Human psychology is rife with contradictions: We work hard to achieve our goals, but happiness at our success is fleeting. We hope our friends will do well in life

but can't help feeling jealous if they do too well. We're aghast at the thought of people we know being murdered but are unconcerned when our armed forces kill enemies we've never met. We complain about difficult bosses but are often just as bad when we're in charge. These inconsistencies may seem irrational, but each of them has evolved to serve a vital function in our lives. Indeed, the most fundamental aspects of our psychology were permanently shaped by the "social leap" our ancestors made from the rainforest to the savannah. In their struggle to survive on the open grasslands, our ancestors prioritized teamwork and sociality over physical prowess, creating an entirely new kind of intelligence that would forever alter our place on this planet. A blend of anthropology, biology, history, and psychology with evolutionary science, *The Social Leap* traces our evolutionary history to show how events in our distant past continue to shape our lives today. From why we exaggerate to why we believe our own lies, the implications are far-reaching and extraordinary. Praise for *The Social Leap* Winner of the Society for Personality and Social Psychology Book Prize "A rollicking tour through humanity's evolutionary past. . . . Von Hippel shows how our past explains the present and why our well-being rests on an understanding of how our minds evolved." —Adam Alter, New York Times bestselling author of *Irresistible* "Full of insight into human character, von Hippel's book provides a stimulating program for measuring success without material yardsticks." —Kirkus Reviews

adam alter irresistible: Love 2.0 Barbara Fredrickson, 2013 Positive emotions expert Barbara Fredrickson investigates the importance of love in improving mental and physical health. Using research from her lab, Fredrickson redefines love as micro moments of connection possible between all people, demonstrating that capacity for love can be measured and strengthened to improve health and longevity. She also presents practices that allow love to be unlocked, to generate compassion and self soothe.

adam alter irresistible: Glow Kids Nicholas Kardaras, 2016-08-09 We've all seen them: kids hypnotically staring at glowing screens in restaurants, in playgrounds and in friends' houses—and the numbers are growing. Like a virtual scourge, the illuminated glowing faces—the Glow Kids—are multiplying. But at what cost? Is this just a harmless indulgence or fad like some sort of digital hula-hoop? Some say that glowing screens might even be good for kids—a form of interactive educational tool. Don't believe it. In *Glow Kids*, Dr. Nicholas Kardaras will examine how technology—more specifically, age-inappropriate screen tech, with all of its glowing ubiquity—has profoundly affected the brains of an entire generation. Brain imaging research is showing that stimulating glowing screens are as dopaminergic (dopamine activating) to the brain's pleasure center as sex. And a growing mountain of clinical research correlates screen tech with disorders like ADHD, addiction, anxiety, depression, increased aggression, and even psychosis. Most shocking of all, recent brain imaging studies conclusively show that excessive screen exposure can neurologically damage a young person's developing brain in the same way that cocaine addiction can. Kardaras will dive into the sociological, psychological, cultural, and economic factors involved in the global tech epidemic with one major goal: to explore the effect all of our wonderful shiny new technology is having on kids. *Glow Kids* also includes an opt-out letter and a quiz for parents in the back of the book.

adam alter irresistible: The Soul of an Entrepreneur David Sax, 2020-04-21 An award-winning business writer dismantles the myths of entrepreneurship, replacing them with an essential story about the experience of real business owners in the modern economy. We're often told that we're living amidst a startup boom. Typically, we think of apps built by college kids and funded by venture capital firms, which remake fortunes and economies overnight. But in reality, most new businesses are things like restaurants or hair salons. Entrepreneurs aren't all millennials -- more often, it's their parents. And those small companies are the fabric of our economy. *The Soul of an Entrepreneur* is a business book of a different kind, exploring our work but also our passions and hopes. David Sax reports on the deeply personal questions of entrepreneurship: why an immigrant family risks everything to build a bakery; how a small farmer fights to manage his debt; and what it feels like to rise and fall with a business you built for yourself. This book is the real story of

entrepreneurship. It confronts both success and failure, and shows how they can change a human life. It captures the inherent freedom that entrepreneurship brings, and why it matters.

adam alter irresistible: *How to Fly a Horse* Kevin Ashton, 2015-01-20 As a technology pioneer at MIT and as the leader of three successful start-ups, Kevin Ashton experienced firsthand the all-consuming challenge of creating something new. Now, in a tour-de-force narrative twenty years in the making, Ashton leads us on a journey through humanity's greatest creations to uncover the surprising truth behind who creates and how they do it. From the crystallographer's laboratory where the secrets of DNA were first revealed by a long forgotten woman, to the electromagnetic chamber where the stealth bomber was born on a twenty-five-cent bet, to the Ohio bicycle shop where the Wright brothers set out to "fly a horse," Ashton showcases the seemingly unremarkable individuals, gradual steps, multiple failures, and countless ordinary and usually uncredited acts that lead to our most astounding breakthroughs. Creators, he shows, apply in particular ways the everyday, ordinary thinking of which we are all capable, taking thousands of small steps and working in an endless loop of problem and solution. He examines why innovators meet resistance and how they overcome it, why most organizations stifle creative people, and how the most creative organizations work. Drawing on examples from art, science, business, and invention, from Mozart to the Muppets, Archimedes to Apple, Kandinsky to a can of Coke, *How to Fly a Horse* is a passionate and immensely rewarding exploration of how "new" comes to be.

adam alter irresistible: *Irresistible Empire* Victoria De Grazia, 2009-07 The most significant conquest of the twentieth century may well have been the triumph of American consumer society over Europe's bourgeois civilization. It is this little-understood but world-shaking campaign that unfolds in *Irresistible Empire*, Victoria de Grazia's brilliant account of how the American standard of living defeated the European way of life and achieved the global cultural hegemony that is both its great strength and its key weakness today. De Grazia describes how, as America's market empire advanced with confidence through Europe, spreading consumer-oriented capitalism, all alternative strategies fell before it--first the bourgeois lifestyle, then the Third Reich's command consumption, and finally the grand experiment of Soviet-style socialist planning. Tracing the peculiar alliance that arrayed New World salesmanship, statecraft, and standardized goods against the Old World's values of status, craft, and good taste, Victoria de Grazia follows the United States' market-driven imperialism through a vivid series of cross-Atlantic incursions by the great inventions of American consumer society. We see Rotarians from Duluth in the company of the high bourgeoisie of Dresden; working-class spectators in ramshackle French theaters conversing with Garbo and Bogart; Stetson-hatted entrepreneurs from Kansas in the midst of fussy Milanese shoppers; and, against the backdrop of Rome's Spanish Steps and Paris's Opera Comique, Fast Food in a showdown with advocates for Slow Food. Demonstrating the intricacies of America's advance, de Grazia offers an intimate and historical dimension to debates over America's exercise of soft power and the process known as Americanization. She raises provocative questions about the quality of the good life, democracy, and peace that issue from the vaunted victory of mass consumer culture.

adam alter irresistible: *In Defense of Troublemakers* Charlan Jeanne Nemeth, 2018-03-20 An eminent psychologist explains why dissent should be cherished, not feared We've decided by consensus that consensus is good. In *In Defense of Troublemakers*, psychologist Charlan Nemeth argues that this principle is completely wrong: left unchallenged, the majority opinion is often biased, unoriginal, or false. It leads planes and markets to crash, causes juries to convict innocent people, and can quite literally make people think blue is green. In the name of comity, we embrace stupidity. We can make better decisions by embracing dissent. Dissent forces us to question the status quo, consider more information, and engage in creative decision-making. From Twelve Angry Men to Edward Snowden, lone objectors who make people question their assumptions bring groups far closer to truth -- regardless of whether they are right or wrong. Essential reading for anyone who works in groups, *In Defense of Troublemakers* will radically change the way you think, listen, and make decisions.

adam alter irresistible: *Shatter Me* Tahereh Mafi, 2011-11-15 The gripping first installment in

New York Times bestselling author Tahereh Mafi's *Shatter Me* series. One touch is all it takes. One touch, and Juliette Ferrars can leave a fully grown man gasping for air. One touch, and she can kill. No one knows why Juliette has such incredible power. It feels like a curse, a burden that one person alone could never bear. But The Reestablishment sees it as a gift, sees her as an opportunity. An opportunity for a deadly weapon. Juliette has never fought for herself before. But when she's reunited with the one person who ever cared about her, she finds a strength she never knew she had. And don't miss *Defy Me*, the shocking fifth book in the *Shatter Me* series!

adam alter irresistible: Euphoric Recall Aidan Martin, 2020-10 Young Aidan Martin's life is about to change forever. A powerful and true story of trauma, addiction, recovery and hope in the working-class town of Livingston, Scotland. A gripping read from beginning to end.

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adam alter irresistible: The Other Side of Happiness Brock Bastian, 2018-01-25 'Required reading ... Brock Bastian expertly picks apart the fundamental idea that humans thrive when they approach pleasure and avoid pain, explaining why hardship sometimes yields richer lives that are laden with meaning, deep social connections, and unexpected bliss' Adam Alter, author of *Drunk Tank Pink* In today's culture, happiness has become the new marker of success, while hardships are viewed as personal weaknesses, or problems to be fixed. We increasingly try to eradicate pain through medication and by insulating ourselves from risk and offence, despite being the safest generation to have ever lived. Yet in his research, renowned social psychologist Brock Bastian has found that suffering and sadness are neither antithetical to happiness nor incidental to it: they are a necessary ingredient for emotional well-being. Drawing on psychology, neuroscience and internationally acclaimed findings from Bastian's own lab, *The Other Side of Happiness* encourages us to take a more fearless approach to living. The most thrilling moments of our lives are often balanced on a knife edge between pleasure and pain, whether it is finding your true love, holding your new-born for the first time, finishing a marathon or even plunging into an icy sea. This is because pain and the threat of loss quite literally increase our capacity for happiness, as Bastian reveals, making us stronger, more resilient, more connected to other people and more attuned to what truly matters. Pain even makes us more mindful, since in our darkest moments we are especially focused and aware of the world around us. Our addiction to positivity and the pursuit of pleasure is actually making us miserable. Brock Bastian shows that, without some pain, we have no real way to achieve and appreciate the kind of happiness that is true and transcendent.

adam alter irresistible: *The Entrepreneur Roller Coaster* Darren Hardy, 2019-06-04
Introduction -- The height requirement -- Secure your shoulder harness -- Fuel for the motor -- Filling your empty seats -- Riding in the front seat -- Picking up speed -- Hands in the air -- Smile for the camera -- Epilogue -- Final word -- Acknowledgements -- Additional resources.

adam alter irresistible: The Broken Ladder Keith Payne, 2018-05-01 A persuasive and highly readable account. —President Barack Obama “Brilliant. . . an important, fascinating read arguing

that inequality creates a public health crisis in America.” —Nicholas Kristof, New York Times “The Broken Ladder is an important, timely, and beautifully written account of how inequality affects us all.” —Adam Alter, New York Times bestselling author of *Irresistible* and *Drunk Tank Pink* A timely examination by a leading scientist of the physical, psychological, and moral effects of inequality. The levels of inequality in the world today are on a scale that have not been seen in our lifetimes, yet the disparity between rich and poor has ramifications that extend far beyond mere financial means. In *The Broken Ladder* psychologist Keith Payne examines how inequality divides us not just economically; it also has profound consequences for how we think, how we respond to stress, how our immune systems function, and even how we view moral concepts such as justice and fairness. Research in psychology, neuroscience, and behavioral economics has not only revealed important new insights into how inequality changes people in predictable ways but also provided a corrective to the flawed view of poverty as being the result of individual character failings. Among modern developed societies, inequality is not primarily a matter of the actual amount of money people have. It is, rather, people's sense of where they stand in relation to others. Feeling poor matters—not just being poor. Regardless of their average incomes, countries or states with greater levels of income inequality have much higher rates of all the social maladies we associate with poverty, including lower than average life expectancies, serious health problems, mental illness, and crime. *The Broken Ladder* explores such issues as why women in poor societies often have more children, and why they have them at a younger age; why there is little trust among the working class in the prudence of investing for the future; why people's perception of their social status affects their political beliefs and leads to greater political divisions; how poverty raises stress levels as effectively as actual physical threats; how inequality in the workplace affects performance; and why unequal societies tend to become more religious. Understanding how inequality shapes our world can help us better understand what drives ideological divides, why high inequality makes the middle class feel left behind, and how to disconnect from the endless treadmill of social comparison.

adam alter irresistible: Coaching the Mental Game H.A. Dorfman, 2017-03-01 Whoever claims winning isn't everything obviously has not spoken with an athletic coach. *Coaching the Mental Game* offers coaches of all sports a definitive volume for effectively understanding an athlete's mental awareness, which in turn will help drive success. Author H.A. Dorfman details appropriate coaching strategies aimed at perfecting the player's mental approach to performance. *Coaching the Mental Game* will become the Bible for coaches who strive to make their athletes the most complete performers possible. Not only a wonderful asset to athletic coaches, this book will also prove to be a motivational resource for workers in all industries as well as in the game of life.

adam alter irresistible: A Separation Katie Kitamura, 2017-02-07 A PBS NewsHour/New York Times Book Club Pick A NEW YORK TIMES NOTABLE BOOK Named a best book of the year by the New York Times, NPR, Huffington Post, The A.V. Club, The San Francisco Chronicle, The Guardian, Refinery29, Town & Country, Harper's Bazaar, NYLON, BookRiot. “Kitamura’s prose gallops, combining Elena Ferrante-style intricacies with the tensions of a top-notch whodunit.” —Elle This is her story. About the end of her marriage. About what happened when Christopher went missing and she went to find him. These are her secrets, this is what happened... A young woman has agreed with her faithless husband: it's time for them to separate. For the moment it's a private matter, a secret between the two of them. As she begins her new life, she gets word that Christopher has gone missing in a remote region in the rugged south of Greece; she reluctantly agrees to go look for him, still keeping their split to herself. In her heart, she's not even sure if she wants to find him. As her search comes to a shocking breaking point, she discovers she understands less than she thought she did about her relationship and the man she used to love. A searing, suspenseful story of intimacy and infidelity, *A Separation* lays bare what divides us from the inner lives of others. With exquisitely cool precision, Katie Kitamura propels us into the experience of a woman on edge, with a fiercely mesmerizing story to tell.

adam alter irresistible: Irresistible Andy Stanley, 2018-09-18 A fresh look at the earliest Christian movement reveals what made the new faith so compelling...and what we need to change

today to make it so again. Once upon a time there was a version of the Christian faith that was practically irresistible. After all, what could be more so than the gospel that Jesus ushered in? Why, then, isn't it the same with Christianity today? Author and pastor Andy Stanley is deeply concerned with the present-day church and its future. He believes that many of the solutions to our issues can be found by investigating our roots. In *Irresistible*, Andy chronicles what made the early Jesus Movement so compelling, resilient, and irresistible by answering these questions: What did first-century Christians know that we don't—about God's Word, about their lives, about love? What did they do that we're not doing? What makes Christianity so resistible in today's culture? What needs to change in order to repeat the growth our faith had at its beginning? Many people who leave or disparage the faith cite reasons that have less to do with Jesus than with the conduct of his followers. It's time to hit pause and consider the faith modeled by our first-century brothers and sisters who had no official Bible, no status, and little chance of survival. It's time to embrace the version of faith that initiated—against all human odds—a chain of events resulting in the most significant and extensive cultural transformation the world has ever seen. This is a version of Christianity we must remember and re-embrace if we want to be salt and light in an increasingly savorless and dark world.

adam alter irresistible: *Device Detox* Brenna Hicks, 2020-08-28

adam alter irresistible: *The Tech-Wise Family* Andy Crouch, 2017-04-18 Making conscientious choices about technology in our families is more than just using internet filters and determining screen time limits for our children. It's about developing wisdom, character, and courage in the way we use digital media rather than accepting technology's promises of ease, instant gratification, and the world's knowledge at our fingertips. And it's definitely not just about the kids. Drawing on in-depth original research from the Barna Group, Andy Crouch shows readers that the choices we make about technology have consequences we may never have considered. He takes readers beyond the typical questions of what, where, and when and instead challenges them to answer provocative questions like, Who do we want to be as a family? and How does our use of a particular technology move us closer or farther away from that goal? Anyone who has felt their family relationships suffer or their time slip away amid technology's distractions will find in this book a path forward to reclaiming their real life in a world of devices.

adam alter irresistible: *The Antidote* Oliver Burkeman, 2012-11-13 From the author of the New York Times-bestselling *Four Thousand Weeks*, a totally original approach to self-help: success through failure, calm through embracing anxiety Self-help books don't seem to work. Few of the many advantages of modern life seem capable of lifting our collective mood. Wealth—even if you can get it—doesn't necessarily lead to happiness. Romance, family life, and work often bring as much stress as joy. We can't even agree on what happiness means. So are we engaged in a futile pursuit? Or are we just going about it the wrong way? Looking both east and west, in bulletins from the past and from far afield, Oliver Burkeman introduces us to an unusual group of people who share a single, surprising way of thinking about life. Whether experimental psychologists, terrorism experts, Buddhists, hardheaded business consultants, Greek philosophers, or modern-day gurus, they argue that in our personal lives, and in society at large, it's our constant effort to be happy that is making us miserable. And that there is an alternative path to happiness and success that involves embracing failure, pessimism, insecurity, and uncertainty—the very things we spend our lives trying to avoid. Thought-provoking, counterintuitive, and ultimately uplifting, *The Antidote* is the intelligent person's guide to understanding the much-misunderstood idea of happiness.

adam alter irresistible: *Spiritual Economics* Eric Butterworth, 1983

adam alter irresistible: *Zucked* Roger McNamee, 2019-02-05 One of the Financial Times' Best Business Books of 2019 The New York Times bestseller about a noted tech venture capitalist, early mentor to Mark Zuckerberg, and Facebook investor, who wakes up to the serious damage Facebook is doing to our society—and sets out to try to stop it. If you had told Roger McNamee even three years ago that he would soon be devoting himself to stopping Facebook from destroying our democracy, he would have howled with laughter. He had mentored many tech leaders in his

illustrious career as an investor, but few things had made him prouder, or been better for his fund's bottom line, than his early service to Mark Zuckerberg. Still a large shareholder in Facebook, he had every good reason to stay on the bright side. Until he simply couldn't. *Zucked* is McNamee's intimate reckoning with the catastrophic failure of the head of one of the world's most powerful companies to face up to the damage he is doing. It's a story that begins with a series of rude awakenings. First there is the author's dawning realization that the platform is being manipulated by some very bad actors. Then there is the even more unsettling realization that Zuckerberg and Sheryl Sandberg are unable or unwilling to share his concerns, polite as they may be to his face. And then comes the election of Donald Trump, and the emergence of one horrific piece of news after another about the malign ends to which the Facebook platform has been put. To McNamee's shock, even still Facebook's leaders duck and dissemble, viewing the matter as a public relations problem. Now thoroughly alienated, McNamee digs into the issue, and fortuitously meets up with some fellow travelers who share his concern, and help him sharpen its focus. Soon he and a dream team of Silicon Valley technologists are charging into the fray, to raise consciousness about the existential threat of Facebook, and the persuasion architecture of the attention economy more broadly—to our public health and to our political order. *Zucked* is both an enthralling personal narrative and a masterful explication of the forces that have conspired to place us all on the horns of this dilemma. This is the story of a company and its leadership, but it's also a larger tale of a business sector unmoored from normal constraints, just at a moment of political and cultural crisis, the worst possible time to be given new tools for summoning the darker angels of our nature and whipping them into a frenzy. Like Jimmy Stewart in *Rear Window*, Roger McNamee happened to be in the right place to witness a crime, and it took him some time to make sense of what he was seeing and what we ought to do about it. The result of that effort is a wise, hard-hitting, and urgently necessary account that crystallizes the issue definitively for the rest of us.

adam alter irresistible: *Two Meals a Day* Mark Sisson, Brad Kearns, 2021-03-09 The New York Times bestselling author of *The Primal Blueprint* and *The Keto Reset Diet*, Mark Sisson, turns his health and fitness expertise to the latest diet trend, which he has coined, “intermittent eating!” Are you sick and tired of struggling through regimented diets that work for a minute and then become unsustainable? Are you confused about the changing fads and ongoing controversy over what’s healthy and what’s not? It’s time to embrace a simple, scientifically validated plan that transcends gimmicks and avoids the stress of regimented macros and mealtimes. Health and fitness expert Mark Sisson presents a comprehensive lifestyle approach based on the principles of intermittent fasting. He’ll teach you how to gracefully burn body fat while keeping your energy, focus, and positive attitude. In *TWO MEALS A DAY*, you’ll implement an eating style that’s incredibly nourishing and easy to adhere to for a lifetime, dial-in a winning fitness routine, prioritize recovery, and learn powerful strategies for overcoming self-limiting beliefs and behaviors. When you’re ready to level up, you’ll implement some cutting-edge techniques to achieve stunning body composition breakthroughs. Packed with forty-two delicious meals in a variety of categories, *TWO MEALS A DAY* has everything you need to hit the ground running and pursue enjoyable and lasting lifestyle transformation.

adam alter irresistible: *The Distracted Mind* Adam Gazzaley, Larry D. Rosen, 2016-09-23 Why our brains aren't built for media multitasking, and how we can learn to live with technology in a more balanced way. Brilliant and practical, just what we need in these techno-human times.—Jack Kornfield, author of *The Wise Heart* Most of us will freely admit that we are obsessed with our devices. We pride ourselves on our ability to multitask—read work email, reply to a text, check Facebook, watch a video clip. Talk on the phone, send a text, drive a car. Enjoy family dinner with a glowing smartphone next to our plates. We can do it all, 24/7! Never mind the errors in the email, the near-miss on the road, and the unheard conversation at the table. In *The Distracted Mind*, Adam Gazzaley and Larry Rosen—a neuroscientist and a psychologist—explain why our brains aren't built for multitasking, and suggest better ways to live in a high-tech world without giving up our modern technology. The authors explain that our brains are limited in their ability to pay attention. We don't

really multitask but rather switch rapidly between tasks. Distractions and interruptions, often technology-related—referred to by the authors as “interference”—collide with our goal-setting abilities. We want to finish this paper/spreadsheet/sentence, but our phone signals an incoming message and we drop everything. Even without an alert, we decide that we “must” check in on social media immediately. Gazzaley and Rosen offer practical strategies, backed by science, to fight distraction. We can change our brains with meditation, video games, and physical exercise; we can change our behavior by planning our accessibility and recognizing our anxiety about being out of touch even briefly. They don't suggest that we give up our devices, but that we use them in a more balanced way.

adam alter irresistible: Arboreal Adrian Cooper, 2016 This new anthology will revive interest in this vital part of our landscape, and will be a landmark publication.

adam alter irresistible: The Big Tiny Dee Williams, 2014-04-22 Dee Williams's life changed in an instant, with a near-death experience in the aisle of her local grocery store. Diagnosed with a heart condition at age forty-one, she was all too suddenly reminded that life is short, time is precious, and she wanted to be spending hers with the people and things she truly loved. That included the beautiful sprawling house in the Pacific Northwest she had painstakingly restored—but, increasingly, it did not include the mortgage payments, constant repairs, and general time-suck of home ownership. A new sense of clarity began to take hold: Just what was all this stuff for? Multiple extra rooms, a kitchen stocked with rarely used appliances, were things that couldn't compare with the financial freedom and the ultimate luxury—time—that would come with downsizing. Deciding to build an eighty-four-square-foot house—on her own, from the ground up—was just the beginning of building a new life. Williams can now list everything she owns on one sheet of paper, her monthly housekeeping bills amount to about eight dollars, and it takes her approximately ten minutes to clean the entire house. It's left her with more time to spend with family and friends, and given her freedom to head out for adventure at a moment's notice, or watch the clouds and sunset while drinking a beer on her (yes, tiny) front porch. The lessons Williams learned from her “aha” moment post-trauma apply to all of us, every day, regardless of whether or not we decide to discard all our worldly belongings. Part how-to, part personal memoir, *The Big Tiny* is an utterly seductive meditation on the benefits of slowing down, scaling back, and appreciating the truly important things in life.

adam alter irresistible: Five Stars Carmine Gallo, 2018-06-05 “As technology threatens to displace countless jobs and skills, the ability to communicate is becoming more important than ever. This book is full of examples to help you get better at transporting your thoughts and emotions into the minds of other people.” —Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg How to master the art of persuasion—from the bestselling author of *Talk Like TED*. Ideas don't sell themselves. As the forces of globalization, automation, and artificial intelligence combine to disrupt every field, having a good idea isn't good enough. Mastering the ancient art of persuasion is the key to standing out, getting ahead, and achieving greatness in the modern world. Communication is no longer a “soft” skill—it is the human edge that will make you unstoppable, irresistible, and irreplaceable—earning you that perfect rating, that fifth star. In *Five Stars*, Carmine Gallo, bestselling author of *Talk Like TED*, breaks down how to apply Aristotle's formula of persuasion to inspire contemporary audiences. As the nature of work changes, and technology carries things across the globe in a moment, communication skills become more valuable—not less. Gallo interviews neuroscientists, economists, historians, billionaires, and business leaders of companies like Google, Nike, and Airbnb to show first-hand how they use their words to captivate your imagination and ignite your dreams. In the knowledge age—the information economy—you are only as valuable as your ideas. *Five Stars* is a book to help you bridge the gap between mediocrity and exceptionality, and gain your competitive edge in the age of automation. In *Five Stars*, you will also learn: -The one skill billionaire Warren Buffett says will raise your value by 50 percent. -Why your job might fall into a category where 75 percent or more of your income relies on your ability to sell your idea. -How Airbnb's founders follow a classic 3-part formula shared by

successful Hollywood movies. -Why you should speak in third-grade language to persuade adult listeners. -The one brain hack Steve Jobs, Leonardo da Vinci, and Picasso used to unlock their best ideas.

adam alter irresistible: *The Comfort Crisis* Michael Easter, 2021-05-11 "If you've been looking for something different to level up your health, fitness, and personal growth, this is it."—Melissa Urban, Whole30 CEO and New York Times bestselling author of *The Book of Boundaries* "Michael Easter's genius is that he puts data around the edges of what we intuitively believe. His work has inspired many to change their lives for the better."—Dr. Peter Attia, #1 New York Times bestselling author of *Outlive* Discover the evolutionary mind and body benefits of living at the edges of your comfort zone and reconnecting with the wild—from the author of *Scarcity Brain*, coming in September! In many ways, we're more comfortable than ever before. But could our sheltered, temperature-controlled, overfed, underchallenged lives actually be the leading cause of many of our most urgent physical and mental health issues? In this gripping investigation, award-winning journalist Michael Easter seeks out off-the-grid visionaries, disruptive genius researchers, and mind-body conditioning trailblazers who are unlocking the life-enhancing secrets of a counterintuitive solution: discomfort. Easter's journey to understand our evolutionary need to be challenged takes him to meet the NBA's top exercise scientist, who uses an ancient Japanese practice to build championship athletes; to the mystical country of Bhutan, where an Oxford economist and Buddhist leader are showing the world what death can teach us about happiness; to the outdoor lab of a young neuroscientist who's found that nature tests our physical and mental endurance in ways that expand creativity while taming burnout and anxiety; to the remote Alaskan backcountry on a demanding thirty-three-day hunting expedition to experience the rewilding secrets of one of the last rugged places on Earth; and more. Along the way, Easter uncovers a blueprint for leveraging the power of discomfort that will dramatically improve our health and happiness, and perhaps even help us understand what it means to be human. *The Comfort Crisis* is a bold call to break out of your comfort zone and explore the wild within yourself.

adam alter irresistible: *Stealing Fire* Steven Kotler, Jamie Wheal, 2017-02-21 National Bestseller CNBC and Strategy + Business Best Business Book of the Year It's the biggest revolution you've never heard of, and it's hiding in plain sight. Over the past decade, Silicon Valley executives like Eric Schmidt and Elon Musk, Special Operators like the Navy SEALs and the Green Berets, and maverick scientists like Sasha Shulgin and Amy Cuddy have turned everything we thought we knew about high performance upside down. Instead of grit, better habits, or 10,000 hours, these trailblazers have found a surprising short cut. They're harnessing rare and controversial states of consciousness to solve critical challenges and outperform the competition. New York Times bestselling author Steven Kotler and high performance expert Jamie Wheal spent four years investigating the leading edges of this revolution—from the home of SEAL Team Six to the Googleplex, the Burning Man festival, Richard Branson's Necker Island, Red Bull's training center, Nike's innovation team, and the United Nations' Headquarters. And what they learned was stunning: In their own ways, with differing languages, techniques, and applications, every one of these groups has been quietly seeking the same thing: the boost in information and inspiration that altered states provide. Today, this revolution is spreading to the mainstream, fueling a trillion dollar underground economy and forcing us to rethink how we can all lead richer, more productive, more satisfying lives. Driven by four accelerating forces—psychology, neurobiology, technology and pharmacology—we are gaining access to and insights about some of the most contested and misunderstood terrain in history. *Stealing Fire* is a provocative examination of what's actually possible; a guidebook for anyone who wants to radically upgrade their life.

adam alter irresistible: *The Wisdom Books: Job, Proverbs, and Ecclesiastes: A Translation with Commentary*, 2010-10-11 First time in paperback: "One of the most ambitious literary projects of this or any age."—Adam Kirsch, New Republic Here in Robert Alter's bold new translation are some of the most magnificent works in world literature. The astounding poetry in the Book of Job is restored to its powerful ancient meanings and rhythms. The creation account in its Voice from the

Whirlwind is beautiful and incendiary. By contrast, a serene fatalism suffuses Ecclesiastes with a quiet beauty, and the pithy maxims of Proverbs impart a worldly wisdom that is satirically shrewd. Each of these books addresses the universal wisdom that the righteous thrive and the wicked suffer in a rational moral order; together they are essential to the ancient canon that is the Hebrew Bible.

adam alter irresistible: *Surfing for God* Michael John Cusick, 2012 Every man who knocks on the door of a brothel is knocking for God. - G. K. Chesterton What if lust for porn is really a search for true passion? In a world where there are 68 million searches for pornography every day and where over 70 percent of Christian men report viewing porn in the last year, it's no surprise that more and more men struggle with an addiction to this false fantasy. Common wisdom says if they just had more willpower or more faith, their fight would be over. Is the answer really that simple? According to the counselor and ministry leader Michael John Cusick, the answer is no--but the big truth may be much more freeing. Backed by scripture, Cusick uses examples from his own life and from his twenty years of counseling experience to show us how the pursuit of empty pleasure is really a search for our heart's deepest desire--and the real key to resistance is discovering and embracing the joy we truly want. Cusick's insights help readers understand how porn struggles begin, what to do to prevent them, and most importantly, how to overcome the compulsion once it begins. In the end, this powerful book shows us all how the barrier built by porn addiction can become a bridge to abundant life.

adam alter irresistible: *Brain Meets World* Behavioral Scientist, 2022-03

adam alter irresistible: *The Creator Mindset: 92 Tools to Unlock the Secrets to Innovation, Growth, and Sustainability* Nir Bashan, 2020-08-04 Just about every book on creativity is bullshit. Filled with lofty theoretics and complexity about why you should be creative, they lack sound, practical tools about how to become more creative. That's where this book comes in. The Creator Mindset is designed to bring you simple, sound, and practical tools to awaken your creativity at work—even if you don't think you are creative. Not fluff or theories. No bullshit or fillers. Bashan draws on a lifetime of success in business to give you real actionable tools that you can use to become more creative. And each chapter brims with businesslike action items on how to make creativity happen at work. Written in plain language with real-world examples, chapters include: Creativity for non-creative people Training your mind to think in a creative way When nothing else works—creativity will The virtues of listening—and the value of making mistakes Meant to be used as a manual which you can draw upon at the office, business, or in your career, The Creator Mindset is all about teaching you how to awaken your long lost creativity in order to see the world as it can be, not as it is.

adam alter irresistible: *Internet Addiction* Nathan Driskell, Nathan Driskell Lpc, 2016-09-29 Do you spend hours every day playing online games? Are you always on social media, ignoring your real life friends and family? Have you lost your job or your relationship? Have you tried to cut back on your screen time, only to fail miserably? Sadly, Internet Addiction is a real problem for millions of people around the world. As a new addiction, there is little help for those who feel trapped in this addiction. In this book, you will learn why you are addicted to electronics, and what you gain from them. You will begin to make goals for your life while renewing real-world relationships. You will start to structure your life not around electronics, but around real-world activities. You will learn how to combat urges to be online and fight negative thoughts that shame and condemn you. The techniques used in this book have helped hundreds of people who are addicted to electronics. It is time to fight this addiction and take your life back.

adam alter irresistible: *You May Also Like* Tom Vanderbilt, 2016-06-30 'A luminously intelligent exploration of the paradoxes of pleasure' - Guardian Everyone knows his or her favourite colour, the foods we most enjoy, and which season of The Sopranos deserves the most stars on Netflix. But what does it really mean when we like something? How do we decide what's good? Is it something biological? What is the role of our personal experiences in shaping our tastes? And how do businesses make use of this information? Comprehensively researched and singularly insightful, *You May Also Like* delves deep into psychology, marketing and neuroscience to answer these

complex and fascinating questions. From the tangled underpinnings of our food choices, to the discrete dynamics of the pop charts and our playlists, to our non-stop procession of 'thumbs' and 'likes' and 'stars,' to our insecurity before unfamiliar works of art, the book explores how we form our preferences - and how they shape us. It explains how difficult it is, even for experts, to pinpoint exactly what makes something good or enjoyable, and how the success of companies like Netflix, Spotify and Yelp! depends on the complicated task of predicting what we will enjoy. Like Traffic, this book takes us on a fascinating and consistently surprising intellectual journey that helps us better understand how we perceive and appreciate the world around us.

adam alter irresistible: *The Book of Humans* Adam Rutherford, 2018-09-06 Around 45,000 years ago, something happened. We dragged ourselves away from our origins by creating culture, with tools and art and abstract thought and our newly minted minds. The cognitive revolution gave us a sense that we are special, and specially created, distanced from nature. Writers, scientists, philosophers and religions have marvelled at our brilliance for millennia. Yet we are apes, wedded to the rest of creation by genes, anatomy, and physiology, all rooted in a shared evolution. All species are unique, but are we more unique than other animals? This question is at the root of who we are. Things we once lorded as uniquely human are not. We are not the only species that communicates, makes tools, solves puzzles, has fashions, plans for the future, regrets past decisions, goes to war, grieves for lost lives, farms, uses manipulative mind control, and has sex for reasons other than to make new versions of ourselves. We are the only ones who do all of these things. *The Book of Humans* is a guidebook to this paradox: what sets us apart from nature, but places us within it. Darwin began the process of inching us back into the natural world but in this dazzling new book, Adam Rutherford will look at how we occupy an exceptional place within the animal kingdom, demystify the complex behaviours we once thought just belonged to us and, in turn, enrich our understanding of what it means to be human.

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