

irresistible adam alter

irresistible adam alter is a topic that delves into the powerful insights provided by Adam Alter, a renowned professor and author who explores the science of addictive technology and behavior. This article covers the major themes found in Adam Alter's bestselling book "Irresistible," including the psychology behind behavioral addiction, the impact of digital devices on society, strategies to regain control, and the broader implications for mental health and productivity. Readers will discover what makes modern experiences so compelling, the role of persuasive design, and how individuals and organizations can navigate the digital age more mindfully. Whether you're a parent, professional, educator, or simply curious about why you can't put your phone down, this comprehensive guide will illuminate key findings and practical advice from Adam Alter's work, making it essential reading for anyone interested in understanding and managing digital habits.

- Understanding Irresistible Adam Alter: Overview and Significance
- The Science Behind Behavioral Addiction
- How Technology Becomes Irresistible
- Societal Impacts of Addictive Technology
- Strategies for Regaining Control
- Adam Alter's Recommendations for Individuals and Organizations
- Key Takeaways from "Irresistible"

Understanding Irresistible Adam Alter: Overview and Significance

Adam Alter's "Irresistible" is a pivotal work that investigates why people struggle to disengage from technology-driven experiences and products. As a professor of psychology and marketing, Adam Alter brings a research-driven perspective to behavioral addiction, documenting how smartphones, apps, social media platforms, and video games are engineered to capture attention and foster dependency. The significance of "Irresistible Adam Alter" lies in its comprehensive analysis of the mechanisms that make digital experiences hard to resist, as well as its exploration of the consequences for individuals and society. Through compelling case studies and scientific evidence, Alter illuminates the subtle psychological triggers exploited by designers, making his work a foundational resource for understanding digital

addiction.

Alter's book is widely recognized for bridging academic research and everyday experience, helping readers identify the signs of behavioral addiction in themselves and others. The importance of "Irresistible Adam Alter" extends to policymakers, educators, and tech developers, who can use its insights to promote healthier digital environments. By unraveling the allure of modern technology, Adam Alter empowers readers to make informed choices and encourages the industry to consider ethical design principles.

The Science Behind Behavioral Addiction

Defining Behavioral Addiction

Behavioral addiction refers to compulsive engagement in rewarding non-substance-related activities, such as gaming, social networking, or online shopping, despite negative consequences. In "Irresistible," Adam Alter distinguishes behavioral addiction from substance addiction, highlighting how both types share core features like cravings, tolerance, and withdrawal. The concept emphasizes that certain activities can hijack the brain's reward circuitry, fostering dependency without the need for chemical substances.

Neurological Mechanisms

Adam Alter explains that behavioral addiction arises from the interplay of dopamine, habit loops, and variable rewards. When individuals interact with digital platforms designed to trigger unpredictable rewards—such as notifications or likes—the brain releases dopamine, reinforcing the behavior and making it difficult to stop. This neurological foundation is why people often find themselves compulsively checking their devices, even when aware of the downsides.

Key Features of Addictive Experiences

- **Unpredictable Rewards:** Variable feedback increases engagement.
- **Social Validation:** Likes, shares, and comments activate reward centers.
- **Easy Access:** Ubiquitous devices make addictive activities readily available.
- **Progress Tracking:** Streaks, levels, and leaderboards foster commitment.

- Escapism: Digital experiences offer relief from stress or boredom.

How Technology Becomes Irresistible

Persuasive Design Principles

Adam Alter details how technology companies use persuasive design to maximize user engagement. Elements such as infinite scroll, autoplay, personalized notifications, and gamification keep users invested for longer periods. These design choices are informed by behavioral psychology, leveraging attention biases and habit formation to create digital environments that are hard to disengage from.

Role of Big Data and Algorithms

Modern platforms utilize big data and sophisticated algorithms to track user behavior and personalize content. Adam Alter highlights that these technologies identify what captures attention and amplify it, perpetuating compulsive usage and making experiences increasingly tailored and irresistible. The feedback loop between user data and platform design continually refines the addictive potential of digital products.

Examples of Addictive Technologies

- Social Media Apps: Facebook, Instagram, TikTok
- Mobile Games: Candy Crush, Fortnite
- Streaming Services: Netflix, YouTube
- Online Shopping Platforms: Amazon, eBay

Societal Impacts of Addictive Technology

Mental Health Consequences

Adam Alter's research underscores the negative effects of digital addiction

on mental health, including increased anxiety, depression, and loneliness. The constant need for validation and the disruption of sleep and attention contribute to emotional distress. Alter notes that younger generations are particularly vulnerable due to early exposure and social pressures.

Productivity and Focus

The irresistible nature of technology often leads to reduced productivity and fragmented attention. Adam Alter documents how constant notifications, multitasking, and digital distractions undermine deep work and goal achievement. Both employees and students report decreased concentration and increased stress when unable to disconnect from their devices.

Social Relationships

Alter also addresses the impact on interpersonal relationships, noting that excessive screen time can erode face-to-face communication and empathy. Family dynamics, friendships, and workplace collaboration are affected as individuals prioritize digital interactions over meaningful in-person connections.

Strategies for Regaining Control

Setting Boundaries

Adam Alter offers practical advice for managing digital habits, starting with setting clear boundaries around technology use. Techniques include scheduling device-free times, creating tech-free zones, and using apps to monitor and limit screen time. These strategies help restore balance and reduce compulsive engagement.

Developing Mindful Habits

Mindfulness practices, such as meditation and intentional breaks, are recommended by Adam Alter to foster greater awareness of technology's role in daily life. Mindful usage encourages individuals to recognize triggers and make conscious decisions about when and how to interact with devices.

Leveraging Support Systems

Alter emphasizes the importance of social support in overcoming behavioral addiction. Engaging with friends, family, or support groups can provide accountability and encouragement. Educational initiatives and workplace policies can also contribute to healthier digital environments.

Adam Alter's Recommendations for Individuals and Organizations

Personal Action Steps

- **Track and Reflect:** Monitor your digital habits and assess their impact.
- **Limit Notifications:** Turn off non-essential alerts to reduce distractions.
- **Prioritize Offline Activities:** Engage in hobbies, exercise, and face-to-face interactions.
- **Educate Yourself:** Stay informed about the psychology of addiction and persuasive design.

Organizational Responsibility

Adam Alter encourages organizations to adopt ethical design standards that prioritize user well-being over engagement metrics. Companies can offer transparency, promote digital literacy, and create products that foster positive habits rather than dependency. Workplaces should support employee mental health by encouraging healthy boundaries and providing resources for digital management.

Key Takeaways from “Irresistible”

Main Lessons from Adam Alter's Work

“Irresistible” by Adam Alter serves as a wakeup call to the hidden dangers of technology-driven behavioral addiction. The book's main lessons revolve around understanding the science of compulsion, recognizing the role of

persuasive design, and implementing actionable strategies for recovery. Alter advocates for a balanced approach to technology, emphasizing that awareness and intentionality are key to overcoming the pitfalls of irresistible digital experiences.

Future Directions and Ongoing Challenges

Adam Alter's insights continue to shape the conversation around technology and addiction. As digital platforms evolve, new challenges arise in maintaining healthy habits and protecting vulnerable populations. Ongoing research and public dialogue are necessary to address the societal impacts and promote ethical innovation in the tech industry.

Frequently Asked Questions About Irresistible Adam Alter

Q: What is “Irresistible” by Adam Alter about?

A: “Irresistible” by Adam Alter explores the psychology and science behind behavioral addiction, particularly in relation to technology, and provides strategies for managing digital habits.

Q: How does Adam Alter define behavioral addiction?

A: Adam Alter defines behavioral addiction as compulsive engagement in rewarding activities—like gaming or social media—that become difficult to control and can have negative consequences.

Q: What makes technology so addictive, according to Adam Alter?

A: Adam Alter explains that technology is addictive due to persuasive design, unpredictable rewards, social validation, and constant availability, all of which trigger the brain's reward system.

Q: What are some signs of digital addiction?

A: Signs include frequent cravings to use devices, inability to cut back, neglect of responsibilities, increased anxiety or stress, and interference with relationships or productivity.

Q: What strategies does Adam Alter recommend for controlling technology use?

A: Alter suggests setting boundaries, practicing mindfulness, limiting notifications, tracking habits, and seeking support from others to manage digital addiction.

Q: How does addictive technology affect mental health?

A: Addictive technology can lead to anxiety, depression, sleep disruption, and reduced attention span, particularly among young people and heavy users.

Q: What role do companies play in addressing behavioral addiction?

A: Adam Alter believes companies should adopt ethical design practices, promote digital literacy, and prioritize user well-being over engagement.

Q: Can behavioral addiction be overcome?

A: Yes, behavioral addiction can be managed and overcome with self-awareness, intentional habit changes, social support, and professional help if needed.

Q: Who should read “Irresistible” by Adam Alter?

A: “Irresistible” is recommended for parents, educators, professionals, policymakers, and anyone interested in understanding or managing digital habits.

Q: What are the long-term implications of ignoring digital addiction?

A: Ignoring digital addiction can lead to chronic mental health issues, decreased productivity, impaired relationships, and greater societal challenges as technology continues to evolve.

Irresistible Adam Alter

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Irresistible: Unpacking Adam Alter's Insights on Persuasion and Influence

Are you fascinated by the subtle forces that shape our choices? Do you want to understand the psychology behind why we buy certain products, believe specific narratives, or follow particular trends? Then you're in the right place. This deep dive into Adam Alter's work, specifically focusing on the elements that make his insights so compelling, will equip you with a powerful understanding of persuasion and influence. We'll explore the core tenets of his research and how you can apply them to your own life, both professionally and personally. Prepare to uncover the secrets behind irresistible influence.

H2: Understanding Adam Alter's Expertise

Adam Alter, a behavioral scientist and professor at NYU Stern School of Business, is renowned for his engaging and insightful exploration of human behavior. He seamlessly blends academic rigor with accessible language, making complex psychological concepts understandable to a wide audience. His books, such as "Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked," and "Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave," have garnered significant acclaim for their practical applications and thought-provoking analysis. His focus isn't simply on identifying addictive behaviors, but on understanding the underlying mechanisms that make certain technologies and strategies so powerfully persuasive.

H2: The Core Principles of Irresistible Influence According to Alter

Alter's work highlights several key principles that contribute to the creation of "irresistible" products, services, and experiences. These aren't manipulative tactics; rather, they are inherent aspects of human psychology that designers and marketers leverage to capture our attention and influence our choices.

H3: The Power of Variable Rewards

One of the most potent tools discussed by Alter is the power of variable rewards. Think of slot machines or social media notifications. The unpredictable nature of the reward – you might get a satisfying notification immediately, or you might have to wait – creates anticipation and keeps us hooked. This intermittent reinforcement is incredibly effective at driving engagement and sustaining behavior.

H3: Exploiting Our Cognitive Biases

Alter expertly explains how our cognitive biases are exploited. He shines a light on the often-unconscious processes that drive our decisions. For example, our tendency towards loss aversion (the fear of losing something is stronger than the joy of gaining something) can be manipulated to influence purchasing decisions. Understanding these biases allows us to be more critical consumers and less susceptible to persuasive techniques.

H3: The Design of Choice Architecture

Alter emphasizes the crucial role of "choice architecture"—the way options are presented to us—in shaping our decisions. A well-designed choice architecture can subtly nudge us towards specific outcomes. Think of the strategically placed products at checkout counters or the cleverly worded prompts in an app. Understanding choice architecture allows us to design our own environments (both physical and digital) to promote healthier and more productive habits.

H3: The Impact of Social Proof and Norms

The influence of social proof and social norms is a significant theme in Alter's work. We're more likely to adopt behaviors we perceive as popular or socially acceptable. Marketers skillfully leverage this by showcasing testimonials, reviews, and the popularity of their products. Recognizing the power of social proof allows us to be less swayed by trends and make decisions based on our individual needs and values.

H2: Applying Alter's Insights to Your Life

The insights from Adam Alter's research aren't confined to the realm of marketing or technology. They offer a valuable framework for self-improvement and navigating the complexities of modern life. By understanding the principles of persuasion and influence, we can:

Become more mindful consumers: Resist impulsive purchases and make more informed decisions.
Improve our productivity: Design our workspaces and routines to minimize distractions and maximize focus.

Enhance our digital well-being: Manage our time online more effectively and reduce addictive behaviors.

Strengthen our decision-making abilities: Develop a more critical awareness of the factors influencing our choices.

H2: Beyond Irresistible: Exploring Further

Adam Alter's work extends beyond simply understanding influence. He provides practical strategies for breaking free from addictive patterns and building a more fulfilling life. His ability to connect academic research to everyday experiences makes his insights both fascinating and incredibly useful. Exploring his other books and research papers will further deepen your understanding of behavioral science and its impact on our lives.

Conclusion

Adam Alter's contributions to our understanding of influence and persuasion are invaluable. His work provides a powerful lens through which to view the subtle forces that shape our choices, both consciously and unconsciously. By applying his insights, we can become more mindful consumers, more effective decision-makers, and ultimately, more in control of our own lives. The key takeaway is not to fear influence, but to understand it, so we can navigate the complexities of the modern world with greater awareness and agency.

FAQs

1. What is the primary difference between Alter's work and other books on persuasion? Alter distinguishes himself by combining robust scientific research with easily digestible explanations and a focus on the practical application of his insights in daily life.
2. Are Alter's techniques manipulative? No. Alter's work focuses on understanding the underlying psychological mechanisms that influence our behavior. The methods he describes aren't inherently manipulative; they are simply inherent aspects of human psychology.
3. How can I apply Alter's insights to improve my personal relationships? By understanding the power of social proof and variable rewards, you can improve communication, build stronger bonds, and foster more fulfilling connections.
4. What are some specific examples of "choice architecture" in everyday life? Supermarket layouts, online shopping interfaces, and even the wording of options on a menu are all examples of choice architecture.
5. Where can I find more information on Adam Alter's research? You can explore his website, read his books ("Irresistible," "Drunk Tank Pink," etc.), and find his research publications through academic databases like Google Scholar.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *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

irresistible adam alter: 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!

irresistible adam alter: 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.

irresistible adam alter: Eating the Big Fish Adam Morgan, 2009-04-03 *EATING THE BIG FISH* : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead. It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of Challengers, has

extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

irresistible adam alter: Messengers Stephen Martin, Joseph Marks, 2019-10-15 In the age of fake news, understanding who we trust and why is essential in explaining everything from leadership to power to our daily relationships. -Sinan Aral We live in a world where proven facts and verifiable data are freely and widely available. Why, then, are self-confident ignoramuses so often believed over thoughtful experts? And why do seemingly irrelevant details such as a person's appearance or financial status influence whether or not we trust what they are saying, regardless of their wisdom or foolishness? Stephen Martin and Joseph Marks compellingly explain how in our uncertain and ambiguous world, the messenger is increasingly the message. We frequently fail, they argue, to separate the idea being communicated from the person conveying it, explaining why the status or connectedness of the messenger has become more important than the message itself. Messengers influence business, politics, local communities, and our broader society. And Martin and Marks reveal the forces behind the most infuriating phenomena of our modern era, such as belief in fake news and how presidents can hawk misinformation and flagrant lies yet remain.

irresistible adam alter: 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.

irresistible adam alter: 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.

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不可阻挡的亚当·阿尔特：《设备排毒》 Brenna Hicks, 2020-08-28
不可阻挡的亚当·阿尔特：《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.

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

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: *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.

irresistible adam alter: *How to Break Up with Your Phone* Catherine Price, 2018-02-13 This evidence-based, user-friendly guide presents a 30-day digital detox plan that will help you set boundaries with your phone and live a more joyful and fulfilling life. "I wrote *The Anxious Generation* to help adults improve the lives of children. Many readers have asked me for a version of the book aimed at helping adults and teens help themselves. Catherine Price has written the best such book."—Jonathan Haidt Do you feel addicted to your phone? Do you frequently pick it up "just to check," only to look up forty-five minutes later wondering where the time has gone? Does social media make you anxious? Have you tried to spend less time mindlessly scrolling—and failed? If so, this book is your solution. Award-winning health and science journalist and TED speaker Catherine Price presents a practical, evidence-based 30-day digital detox plan that will help you break up—and then make up—with your phone. The goal: better mental health, improved screen-life balance, and a long-term relationship with technology that feels good. This engaging, user-friendly guide explains how our smartphones and apps are designed to be addictive and how the time we spend on them is increasing our anxiety and damaging our abilities to focus, think deeply, form new memories, generate ideas, and be present in our most important relationships. Next, it walks you through an effective and easy-to-follow 30-day plan that has already helped thousands of people worldwide break their phone addictions and feel more fully alive. Whether you need help for yourself or for your family, friends, students, colleagues, clients, or community, *How to Break Up with Your Phone* is the ultimate guide to digital detoxing. It's guaranteed to help you put down your phone—and come back to life.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *Clearer, Closer, Better* Emily Balcetis, 2021-02-23 Successful people literally see the world differently. Now an award-winning scientist explains how anyone can leverage this “perception gap” to their advantage. “Get ready for this book to change how you see everything you see.—Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* When it comes to setting and meeting goals, we may see—quite literally—our plans, our progress, and our potential in the wrong ways. We perceive ourselves as being closer to or further from the end than we may actually be depending on our frame of reference. We handicap ourselves by looking too often at the big picture and at other times too long at the fine detail. But as award-winning social psychologist Emily Balcetis explains, there is great power in these misperceptions. We can learn to leverage perceptual illusions if we know when and how to use them to our advantage. Drawing on her own rigorous research and cutting-edge discoveries in vision science, cognitive research, and motivational psychology, Balcetis offers unique accounts of the perceptual habits, routines, and practices that successful people use to set and meet their ambitions. Through case studies of entrepreneurs, athletes, artists, and celebrities—as well as her own colorful experience of trying to set and reach a goal—she brings to life four powerful yet largely untapped visual tactics that can be applied according to the situation. Narrow your focus: Closing the aperture of your attention helps

you exercise effectively, save money, and find more time in your day. Widen the bracket: Seeing the forest instead of the trees reduces temptations and helps you recognize when a change of course is in order. Materialize your plan and your progress: Creating checklists and objective assessments inspires better planning and adjusts your gauge of what's really left to be done. Control your frame of reference: Knowing where to direct attention improves your ability to read others' emotions, negotiate better deals, foster stronger relationships, and overcome a fear of public speaking. A mind-blowing and original tour of perception, Clearer, Closer, Better will help you see the possibilities in what you can't see now. Inspiring, motivating, and always entertaining, it demonstrates that if we take advantage of our visual experiences, they can lead us to live happier, healthier, and more productive lives every day.

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

irresistible adam alter: 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.

irresistible adam alter: 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.

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

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: 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.

irresistible adam alter: *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.

irresistible adam alter: *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.

irresistible adam alter: *Joyful* Ingrid Fetell Lee, 2018-09-04 Make small changes to your surroundings and create extraordinary happiness in your life with groundbreaking research from designer and TED star Ingrid Fetell Lee. Next Big Idea Club selection—chosen by Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant as one of the two most groundbreaking new nonfiction reads of the season! This book has the power to change everything! Writing with depth, wit, and insight, Ingrid Fetell Lee shares all you need to know in order to create external environments that give rise to inner joy. —Susan Cain, author of *Quiet* and founder of Quiet Revolution Have you ever wondered why we stop to watch the orange glow that arrives before sunset, or why we flock to see cherry blossoms bloom in spring? Is there a reason that people—regardless of gender, age, culture, or ethnicity—are mesmerized by baby animals, and can't help but smile when they see a burst of confetti or a cluster of colorful balloons? We are often made to feel that the physical world has little or no impact on our inner joy. Increasingly, experts urge us to find balance and calm by looking inward—through mindfulness or meditation—and muting the outside world. But what if the natural

vibrancy of our surroundings is actually our most renewable and easily accessible source of joy? In *Joyful*, designer Ingrid Fetell Lee explores how the seemingly mundane spaces and objects we interact with every day have surprising and powerful effects on our mood. Drawing on insights from neuroscience and psychology, she explains why one setting makes us feel anxious or competitive, while another fosters acceptance and delight—and, most importantly, she reveals how we can harness the power of our surroundings to live fuller, healthier, and truly joyful lives.

irresistible adam alter: 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.

irresistible adam alter: The Shallows Nicholas Carr, 2020-09-29 The 10th-anniversary edition of this landmark investigation into how the Internet is dramatically changing how we think, remember and interact, with a new afterword.

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