



Willpower: Rediscovering the Greatest Human Strength

Roy Baumeister, John Tierney

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For years, our concept of the self and well-being has been dominated by the notion of self-esteem, while the old fashioned value of willpower has been disparaged by psychologists who argued that we're largely driven by unconscious forces beyond our control. In *Willpower* Baumeister and Tierney turn this misinformation on its head to reveal self-control as arguably the single most powerful indicator of success.

Baumeister discovered that willpower actually has a physical basis to it: it is like a muscle that can be strengthened with practice, and fatigued from overuse. That's why eating and sleeping - and especially failing to do either of those - have such dramatic effects on self-control.

Yet, while self-control is biologically rooted, we have the capacity to manipulate our nature. *Willpower* features personal stories from entrepreneurs, executives, parents and children who have managed to do just that. The characters range from Victorian explorers to modern homemakers, from college students pulling all nighters to entertainers. The practical lessons in self-control conditioning they provide are nothing short of life changing.

Combining the best of modern social science with the practical wisdom of David Allen, Ben Franklin, and others, Baumeister and Tierney here share the definitive compendium of modern lessons in willpower.



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