



# The Power of Habit: : Why We Do What We Do in Life and Business by Charles Duhigg | Summary & Analysis

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This review of the bestselling book *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg offers a detailed summary of the book's main themes and evidentiary support, chapter by chapter life hack lessons that distill the content into practical tips, and an analysis and critique of the book's strengths and weaknesses.

*The Power of Habit* is organized into three parts. Part one examines the source of individual habits, the neurology of habits, and methods of changing habits on a personal level. Part two examines the habits of successful companies and organizations and how leadership might conceptualize habit change at the institutional level. Part three investigates social habits, and in particular, the role they play in times of larger societal shifts.

A central thesis that Duhigg returns to throughout the book is that habits are central to our lives as individuals, institutions and larger social groups. If we have a better understanding of the mechanics of habit formation then we can exercise more agency in affecting positive change on all of those levels. The work draws on scholarship from neurological and behavioral science, corporate research, and hundreds of interviews.

In addition, the author draws heavily on stories of people and events to provide anecdotal support and cogent examples of his theories of habit and habit change.

Duhigg is a Pulitzer Prize winning journalist for *The New York Times* where he writes on business topics. He has a background in History from Yale University and an MBA from the Harvard Business School. In 2010 he won the Science in Society Journalism Award from the National Association for Science Writers.

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