



## El poder de los hábitos (Spanish Edition)


By Charles Duhigg

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Los alimentos que elegimos, lo que ahorramos o gastamos, como nos comunicamos, el ejercicio que hacemos, como organizamos nuestro trabajo... Cada una de las elecciones que hacemos a diario no son la consecuencia de decisiones meditadas, como cabría pensar. Son hábitos. Y puesto que todos y cada uno de estos aspectos ejercen un tremendo impacto en nuestra salud, productividad, seguridad y felicidad, parece inevitable preguntarse: podemos cambiarlos? La respuesta es si. Basandose en infinidad de investigaciones y entrevistas llevadas a cabo tanto en el ambito academico como en el empresarial, el periodista de investigacion Charles Duhigg acerca al gran publico las conclusiones de los mas recientes hallazgos psicologicos y neurologicos acerca de la formacion de rutinas. El resultado es un ensayo apasionante, amenizado con ejemplos de la vida real, que demuestra como la adopcion de un unico habito clave puede transformar radicalmente nuestra vida personal, corporativa y social. / An award-winning New York Times business reporter takes readers to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. With intelligence and an ability to distill vast amounts of information into engrossing narratives, Duhigg brings to life a new understanding of human nature and its potential for transformation.

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