

Irresistible Why You Are Addicted To Technology And How To Set Yourself Free

Updated with a brand-new selection of desserts and treats, the fully illustrated Sally's Baking Addiction cookbook offers more than 80 scrumptious recipes for indulging your sweet tooth—featuring a chapter of healthier dessert options, including some vegan and gluten-free recipes. It's no secret that Sally McKenney loves to bake. Her popular blog, Sally's Baking Addiction, has become a trusted source for fellow dessert lovers who are also eager to bake from scratch. Sally's famous recipes include award-winning Salted Caramel Dark Chocolate Cookies, No-Bake Peanut Butter Banana Pie, delectable Dark Chocolate Butterscotch Cupcakes, and yummy Marshmallow Swirl S'mores Fudge. Find tried-and-true sweet recipes for all kinds of delicious: Breads & Muffins Breakfasts Brownies & Bars Cakes, Pies & Crisps Candy & Sweet Snacks Cookies Cupcakes Healthier Choices With tons of simple, easy-to-follow recipes, you get all of the sweet with none of the fuss! Hungry for more? Learn to create even more irresistible sweets with Sally's Candy Addiction and Sally's Cookie Addiction.

I'm a sinner with no regrets. I'm a man with no shame. I'm a lover with no soul. What am I? You're a loner with no friends. You're a beggar with no place to go. You're a face with no name. Who are you? It doesn't really matter what I am or who you are. Everyone has sin in common.

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But I pride myself on doing it better. Through the eyes of another, I am envied. If they only knew the wrath I have endured. Greed can be a motherfucker, but it is what makes us strive to be better. Lust can make you burn, but without it you would freeze to death. Some of us are a glutton for punishment and want to feel the pain that reminds us we're still alive rather than overcome by sloth. The lure of these seven deadly sins is like an addiction. And I intend to indulge in each of these unforgivable sins.

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-

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dive exploration of what makes people tick.

Stop scrolling and start living! Build healthier relationships between you, your smartphone and all your devices, including tips to reduce social media obsession, notification anxiety and other unhealthy habits. Your smartphone is a powerful device that has fundamentally changed your life—no doubt improving it in many ways. And while you don't need to give up your smartphone completely, if your day to day is filled with endless, anxiety-inducing checking, swiping and liking, then you need this helpful, step-by-step workbook to take back control of your life. Phone addiction is similar to gambling addiction and substance abuse. Its consequences include stress, depression, insomnia, intimacy issues and more. Written by an experienced psychotherapist, couples therapist and former telecommunications industry insider, The Phone Addiction Workbook's program offers the blueprint for understanding addictive behavior and how it controls you. Weekly charts, practical tips and interactive activities help you stop unhealthy behavior and make lasting change.

Drawing on her experience in addictions treatment, and on many personal stories of addiction and recovery, Dr. Vera Tarman offers practical advice for people struggling with problems of overeating, binge eating, anorexia, and bulimia. Food Junkies is a friendly and informative guide on the road to food serenity.

"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

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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

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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.

The notorious rock 'n' roller star from *Misbehaving* falls unexpectedly for an innocent new neighbor whose religious adoptive family has convinced her that she is unworthy of love. By the best-selling author of the *Vincent Boys* series. Simultaneous.

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

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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.

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

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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.

From the New York Times bestselling author and former beauty editor Cat Marnell, a "vivid, maddening, heartbreaking, very funny, chaotic" (The New York Times) memoir of prescription drug addiction and self-sabotage, set in the glamorous world of fashion magazines and downtown nightclubs. At twenty-six, Cat Marnell was an associate beauty editor at Lucky, one of the top fashion magazines in America—and that's all most people knew about her. But she hid a secret life. She was a prescription drug addict. She was also a "doctor shopper" who manipulated Upper East Side psychiatrists for pills, pills, and more pills; a lonely bulimic who spent hundreds of dollars a week on binge foods; a promiscuous party girl who danced barefoot on banquets; a weepy and hallucination-prone insomniac who would take anything—anything—to sleep. This is a tale of self-loathing, self-sabotage, and yes, self-tanner. It begins at a posh New England prep school—and with a prescription for the Attention Deficit Disorder medication Ritalin. It continues to New York, where we follow Marnell's amphetamine-fueled rise from intern to editor through the beauty departments of NYLON, Teen Vogue, Glamour, and Lucky. We see her fight between ambition and addiction and how, inevitably, her disease threatens everything she worked so hard to achieve. From the Condé Nast building to seedy nightclubs, from doctors' offices and mental hospitals, Marnell "treads a knife edge between glamorizing her own despair and

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rendering it with savage honesty....with the skill of a pulp novelist" (The New York Times Book Review) what it is like to live in the wild, chaotic, often sinister world of a young female addict who can't say no. Combining "all the intoxicating intrigue of a thriller and yet all the sobering pathos of a gifted writer's true-life journey to recover her former health, happiness, ambitions, and identity" (Harper's Bazaar), *How to Murder Your Life* is mesmerizing, revelatory, and necessary.

Bill Clegg had a thriving business as a literary agent, a supportive partner, trusting colleagues, and loving friends when he walked away from his world and embarked on a two-month crack binge. He had been released from rehab nine months earlier, and his relapse would cost him his home, his money, his career, and very nearly his life. What is it that leads an exceptional young mind want to disappear? Clegg makes stunningly clear the attraction of the drug that had him in its thrall, capturing in scene after scene the drama, tension, and paranoid nightmare of a secret life--and the exhilarating bliss that came again and again until it was eclipsed almost entirely by doom. He also explores the shape of addiction, how its pattern--not its cause--can be traced to the past. *Portrait of an Addict as a Young Man* is an utterly compelling narrative--lyrical, irresistible, harsh, honest, and beautifully written--from which you simply cannot look away.

"After years of battling uncontrollable addiction, I have achieved the supposedly impossible: complete freedom from craving." Dr. Olivier Ameisen was a brilliant cardiologist on the staff at one of America's top teaching

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hospitals and running his own successful practice when he developed a profound addiction to alcohol. He broke bones with no memory of falling; he nearly lost his kidneys; he almost died from massive seizures during acute withdrawal. He gave up his flourishing practice and, fearing for his life, immersed himself in Alcoholics Anonymous, rehab, therapy, and a variety of medications. Nothing worked. So he did the only thing he could: he took his treatment into his own hands. Searching for a cure for his deadly disease, he happened upon baclofen, a muscle relaxant that had been used safely for years as a treatment for various types of muscle spasticity, but had more recently shown promising results in studies with laboratory animals addicted to a wide variety of substances. Dr. Ameisen prescribed himself the drug and experimented with increasingly higher dosages until he finally reached a level high enough to leave him free of any craving for alcohol. That was more than five years ago. Alcoholism claims three hundred lives per day in the United States alone; one in four U.S. deaths is attributable to alcohol, tobacco, or illegal drugs. Baclofen, as prescribed under a doctor's care, could possibly free many addicts from tragic and debilitating illness. But as long as the medical and research establishments continue to ignore a cure for one of the most deadly diseases in the world, we won't be able to understand baclofen's full addiction-treatment potential. *The End of My Addiction* is both a memoir of Dr. Ameisen's own struggle and a groundbreaking call to action—an urgent plea for research that can rescue millions from the scourge of

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addiction and spare their loved ones the collateral damage of the disease.

Recent decades have seen a dramatic shift away from social forms of gambling played around roulette wheels and card tables to solitary gambling at electronic terminals. Slot machines, revamped by ever more compelling digital and video technology, have unseated traditional casino games as the gambling industry's revenue mainstay. *Addiction by Design* takes readers into the intriguing world of machine gambling, an increasingly popular and absorbing form of play that blurs the line between human and machine, compulsion and control, risk and reward. Drawing on fifteen years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trancelike state they call the "machine zone," in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, gambling addicts play not to win but simply to keep playing, for as long as possible--even at the cost of physical and economic exhaustion. In continuous machine play, gamblers seek to lose themselves while the gambling industry seeks profit. Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and "ambience management," player tracking and cash access systems--all designed to meet the market's desire for maximum "time on device." Her account moves from casino floors into gamblers' everyday lives, from gambling industry conventions and Gamblers Anonymous meetings to regulatory debates over

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whether addiction to gambling machines stems from the consumer, the product, or the interplay between the two. *Addiction by Design* is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to some of the broader anxieties and predicaments of contemporary life. At stake in Schüll's account of the intensifying traffic between people and machines of chance is a blurring of the line between design and experience, profit and loss, control and compulsion.

A renowned psychotherapist explains how to evaluate a relationship and offers practical advice on how to get out of a relationship that is no longer satisfying, offering advice on understanding the difference between good and bad relationships, surviving the pain of breaking up, addictive behavior, and more. Reprint.

Do you find yourself missing out on those "in the moment" moments? Do you find yourself continually making sure you are "photo-ready?" Do you find days seem to zoom by with nothing to show for? Are you affected by what people post, like, or comment on when it comes to your social media presence? Is clout something that matters to you? Chances are if you have said yes to any of the following, you may be spending more than the average amount of time online and on social media. There is a fine line between a healthy dose and an overdose. In this book, I share with you the research that looks at the emotional, psychological, and physical impact social media anxiety and addiction have, as well as how to take a step back from being connected. Remember, we have one life to live, and if

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we continue to live through our smart devices, it does not matter how many photos, videos, or tags we get, because we won't have lived it. We will have let life pass us by, and we would have allowed those precious moments to be a memory. Who is this book for? ? Someone eager to learn about what it means to be addicted to social media. ? Someone who wants to step back and regain control over their devices. ? Someone who wants to detox their brain! ? Someone who feels anxious about being separated from their social media accounts. It may seem bizarre to think an inanimate object could control us, but look around you, and how many people do you see glued to their phone? Stop and smell the roses with my book; I am sure you will find a moment of peace, clarity, and freedom from your smart device. If you are ready to take control, turn the page and start your journey!

An overview of the study of "captology"--the study of computers as persuasive technologies--examines the integration of behavior altering techniques and information technology.

Almost half of the developed population has an internet-based addiction. In some ways this is not surprising, as our world is filled with addictive experiences: from social media and messaging, to rolling news and video streaming. Attention spans are decreasing as our time spent glued to our screens are increasing, negatively affecting our ability to relax, sleep, develop relationships and achieve meaningful goals. Psychologist Adam Alter provides insight into why explains the science behind why we can't seem to stop such behaviour and offers

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practical advice for using technology differently, in order to lead a happier life, and to set yourself free. 'This examination of today's tech-zombie epidemic is worth putting your phone down for' Guardian 'Essential reading... Regain control of your time, finances and relationships' Charles Duhigg, author of The Power of Habit

America Anonymous is the unforgettable story of eight men and women from around the country -- including a grandmother, a college student, a bodybuilder, and a housewife -- struggling with addictions. For nearly three years, acclaimed journalist Benoit Denizet-Lewis immersed himself in their lives as they battled drug and alcohol abuse, overeating, and compulsive gambling and sexuality. Alternating with their stories is Denizet-Lewis's candid account of his own recovery from sexual addiction and his compelling examination of our culture of addiction, where we obsessively search for new and innovative ways to escape the reality of the present moment and make ourselves feel "better." Addiction is arguably this country's biggest public-health crisis, triggering and exacerbating many of our most pressing social problems (crime, poverty, skyrocketing health-care costs, and childhood abuse and neglect). But while cancer and AIDS survivors have taken to the streets -- and to the halls of Congress -- demanding to be counted, millions of addicts with successful long-term recovery talk only to each other in the confines of anonymous Twelve Step meetings. (A notable exception is the addicted celebrity, who often enters and exits rehab with great fanfare.) Through the riveting stories of Americans

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in various stages of recovery and relapse, Denizet-Lewis shines a spotlight on our most misunderstood health problem (is addiction a brain disease? A spiritual malady? A moral failing?) and breaks through the shame and denial that still shape our cultural understanding of it -- and hamper our ability to treat it. Are Americans more addicted than people in other countries, or does it just seem that way? Can food or sex be as addictive as alcohol and drugs? And will we ever be able to treat addiction with a pill? These are just a few of the questions Denizet-Lewis explores during his remarkable journey inside the lives of men and women struggling to become, or stay, sober. As the addicts in this book stumble, fall, and try again to make a different and better life, Denizet-Lewis records their struggles -- and his own -- with honesty and empathy.

Most dating books tell you what NOT to do. Here's a book dedicated to telling you what you CAN do. In his book, *Get the Guy*, Matthew Hussey—relationship expert, matchmaker, and star of the reality show *Ready for Love*—reveals the secrets of the male mind and the fundamentals of dating and mating for a proven, revolutionary approach to help women to find lasting love. Matthew Hussey has coached thousands of high-powered CEOs, showing them how to develop confidence and build relationships that translate into professional success. Many of Matthew's male clients pressed him for advice on how to apply his winning strategies not to just get the job, but how to get the girl. As his reputation grew, Hussey was approached by more and more women, eager to hear what he had learned

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about the male perspective on love and romance. From landing a first date to establishing emotional intimacy, playful flirtation to red-hot bedroom tips, Matthew's insightfulness, irreverence, and warmth makes *Get the Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve* a one-of-a-kind relationship guide and the handbook for every woman who wants to get the guy she's been waiting for.

In a book sure to inspire controversy, Gene Heyman argues that conventional wisdom about addiction - that it is a disease, a compulsion beyond conscious control - is wrong. At the heart of Heyman's analysis is a startling view of choice and motivation that applies to all choices, not just the choice to use drugs. Heyman's analysis of well-established but frequently ignored research leads to unexpected insights into how we make choices - from obesity to McMansionization - all rooted in our deep-seated tendency to consume too much of whatever we like best.

A New York Times, Wall Street Journal, Publishers Weekly, and USA Today bestseller "Newport is making a bid to be the Marie Kondo of technology: someone with an actual plan for helping you realize the digital pursuits that do, and don't, bring value to your life."--Ezra Klein, *Vox* Minimalism is the art of knowing how much is just enough. Digital minimalism applies this idea to our personal technology. It's the key to living a focused life in an increasingly noisy world. In this timely and enlightening book, the bestselling author of *Deep Work* introduces a philosophy for technology use that has already improved countless lives. Digital minimalists are

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all around us. They're the calm, happy people who can hold long conversations without furtive glances at their phones. They can get lost in a good book, a woodworking project, or a leisurely morning run. They can have fun with friends and family without the obsessive urge to document the experience. They stay informed about the news of the day, but don't feel overwhelmed by it. They don't experience "fear of missing out" because they already know which activities provide them meaning and satisfaction. Now, Newport gives us a name for this quiet movement, and makes a persuasive case for its urgency in our tech-saturated world. Common sense tips, like turning off notifications, or occasional rituals like observing a digital sabbath, don't go far enough in helping us take back control of our technological lives, and attempts to unplug completely are complicated by the demands of family, friends and work. What we need instead is a thoughtful method to decide what tools to use, for what purposes, and under what conditions. Drawing on a diverse array of real-life examples, from Amish farmers to harried parents to Silicon Valley programmers, Newport identifies the common practices of digital minimalists and the ideas that underpin them. He shows how digital minimalists are rethinking their relationship to social media, rediscovering the pleasures of the offline world, and reconnecting with their inner selves through regular periods of solitude. He then shares strategies for integrating these practices into your life, starting with a thirty-day "digital declutter" process that has already helped thousands feel less overwhelmed and more in

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control. Technology is intrinsically neither good nor bad. The key is using it to support your goals and values, rather than letting it use you. This book shows the way. INSTANT NEW YORK TIMES BESTSELLER "An astounding triumph . . . Profound . . . Achingly wise . . . A recovery memoir like no other." --Entertainment Weekly (A) "Riveting . . . Beautifully told." --Boston Globe "An honest and important book . . . Vivid writing and required reading." --Stephen King "Perceptive and generous-hearted . . . Uncompromising . . . Jamison is a writer of exacting grace." --Washington Post From the New York Times bestselling author of *The Empathy Exams* comes this transformative work showing that sometimes the recovery is more gripping than the addiction. With its deeply personal and seamless blend of memoir, cultural history, literary criticism, and reportage, *The Recovering* turns our understanding of the traditional addiction narrative on its head, demonstrating that the story of recovery can be every bit as electrifying as the train wreck itself. Leslie Jamison deftly excavates the stories we tell about addiction--both her own and others'--and examines what we want these stories to do and what happens when they fail us. All the while, she offers a fascinating look at the larger history of the recovery movement, and at the complicated bearing that race and class have on our understanding of who is criminal and who is ill. At the heart of the book is Jamison's ongoing conversation with literary and artistic geniuses whose lives and works were shaped by alcoholism and substance dependence, including John Berryman, Jean Rhys, Billie Holiday, Raymond Carver, Denis Johnson,

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and David Foster Wallace, as well as brilliant lesser-known figures such as George Cain, lost to obscurity but newly illuminated here. Through its unvarnished relation of Jamison's own ordeals, *The Recovering* also becomes a book about a different kind of dependency: the way our desires can make us all, as she puts it, "broken spigots of need." It's about the particular loneliness of the human experience—the craving for love that both devours us and shapes who we are. For her striking language and piercing observations, Jamison has been compared to such iconic writers as Joan Didion and Susan Sontag, yet her utterly singular voice also offers something new. With enormous empathy and wisdom, Jamison has given us nothing less than the story of addiction and recovery in America writ large, a definitive and revelatory account that will resonate for years to come.

This book has been replaced by *Introduction to Addictive Behaviors, Fifth Edition*, ISBN 978-1-4625-3922-2.

Packed with tested strategies and practical tips, this book is the essential, life-changing guide for everyone who owns a smartphone. Is your phone the first thing you reach for in the morning and the last thing you touch before bed? Do you frequently pick it up "just to check," only to look up forty-five minutes later wondering where the time has gone? Do you say you want to spend less time on your phone—but have no idea how to do so without giving it up completely? If so, this book is your solution. Award-winning journalist Catherine Price presents a practical, hands-on plan to break up—and then make up—with your phone. The goal? A long-term relationship that actually feels good. You'll discover how

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phones and apps are designed to be addictive, and learn how the time we spend on them damages our abilities to focus, think deeply, and form new memories. You'll then make customized changes to your settings, apps, environment, and mindset that will ultimately enable you to take back control of your life.

A NEW YORK TIMES BESTSELLER More people than ever before see themselves as addicted to, or recovering from, addiction, whether it be alcohol or drugs, prescription meds, sex, gambling, porn, or the internet. But despite the unprecedented attention, our understanding of addiction is trapped in unfounded 20th century ideas, addiction as a crime or as brain disease, and in equally outdated treatment. Challenging both the idea of the addict's "broken brain" and the notion of a simple "addictive personality," *The New York Times Bestseller, Unbroken Brain*, offers a radical and groundbreaking new perspective, arguing that addictions are learning disorders and shows how seeing the condition this way can untangle our current debates over treatment, prevention and policy. Like autistic traits, addictive behaviors fall on a spectrum -- and they can be a normal response to an extreme situation. By illustrating what addiction is, and is not, the book illustrates how timing, history, family, peers, culture and chemicals come together to create both illness and recovery- and why there is no "addictive personality" or single treatment that works for all.

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Combining Maia Szalavitz's personal story with a distillation of more than 25 years of science and research, *Unbroken Brain* provides a paradigm-shifting approach to thinking about addiction. Her writings on radical addiction therapies have been featured in *The Washington Post*, *Vice Magazine*, *The Wall Street Journal*, and *The New York Times*, in addition to multiple other publications. She has been interviewed about her book on many radio shows including *Fresh Air* with Terry Gross and *The Brian Lehrer* show.

INSTANT NEW YORK TIMES and LOS ANGELES TIMES BESTSELLER “Brilliant... riveting, scary, cogent, and cleverly argued.”—Beth Macy, author of *Dopesick* As heard on *Fresh Air* This book is about pleasure. It’s also about pain. Most important, it’s about how to find the delicate balance between the two, and why now more than ever finding balance is essential. We’re living in a time of unprecedented access to high-reward, high-dopamine stimuli: drugs, food, news, gambling, shopping, gaming, texting, sexting, Facebooking, Instagramming, YouTubing, tweeting... The increased numbers, variety, and potency is staggering. The smartphone is the modern-day hypodermic needle, delivering digital dopamine 24/7 for a wired generation. As such we’ve all become vulnerable to compulsive overconsumption. In *Dopamine Nation*, Dr. Anna Lembke, psychiatrist and author, explores the

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exciting new scientific discoveries that explain why the relentless pursuit of pleasure leads to pain...and what to do about it. Condensing complex neuroscience into easy-to-understand metaphors, Lembke illustrates how finding contentment and connectedness means keeping dopamine in check. The lived experiences of her patients are the gripping fabric of her narrative. Their riveting stories of suffering and redemption give us all hope for managing our consumption and transforming our lives. In essence, Dopamine Nation shows that the secret to finding balance is combining the science of desire with the wisdom of recovery.

The obsession of a toxic relationship can have the same enticement as drugs or alcohol. The pattern echoes time and time again: a new significant other draws you into a new relationship that starts off loving and alluring only to develop into a hurtful or abusive cycle. People who have a healthy understanding of "true love" do not tolerate this kind of pain. He or she will move on in search of a healthier bond. It's an unhealthy view on love that will rationalize the toxic behavior and cling to the relationship long after it should have ended. Like any other addiction, those hooked on a toxic love have no control over excessive urges to text, call, manipulate or beg for love, attention and affection. They want help. They want to end the pain and recover, but it's just like trying to shake a drug habit.

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In *Addicted to Pain*, author and relationship expert Rainie Howard reveals the truths every woman needs to heal from a toxic relationship and return to a life rich with purpose and fulfillment. This all-in-one spiritual guide provides daily insight on love addiction and a healing plan to help you recover from the overwhelming effects of a toxic relationship. Have you ever wondered how you might carve more meaning and purpose out of your crowded days? The answer is simple: cut out the "soft addictions." As Judith Wright reveals in this revised and expanded edition of her classic self-help book *There Must Be More Than This*, many of us are addicted to seemingly harmless and socially sanctioned habits such as shopping, watching TV, and gossiping—robbing us of our time, clouding our clarity of mind, and masking our deeper longing for lasting joy. According to Wright, soft addictions are seductive because they satisfy powerful desires—and we easily become hooked because they are perceived as "normal" behavior, behavior that doesn't seem to demand the extraordinary measures of a drug or alcohol addiction. Yet soft addictions do call out for action and in this groundbreaking book, Judith Wright explains why they are so damaging and outlines an effective plan for overcoming these negative habits to discover more passion, love, commitment, and meaning in our lives. Recovering video game addict Kevin Roberts offers

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a step-by-step guide to recovery for those struggling with compulsive video gaming and Internet surfing. Recovering video game addict Kevin Roberts offers a step-by-step guide to recovery for those struggling with compulsive video gaming and internet surfing. Video gaming and Internet surfing are the top sources of entertainment for tens of millions of North Americans today. As these technologies continue to grow and flourish, so does the number of people becoming obsessively absorbed in the imagination and fantasy that they present. More and more people are isolating themselves, turning their backs on reality, ignoring family and friends, and losing their sleep and even their jobs due to excessive use of video games and the Internet--and they continue to do so despite harmful consequences to their mental, physical, and spiritual health, a telltale sign of addiction. In this groundbreaking book, recovering video game addict Kevin Roberts uses extensive scientific and social research, complemented by his and others' personal stories, to give compulsive gamers and surfers--and their family and friends--a step-by-step guide for recovery. He outlines the ways that "cyber junkies" exhibit the classic signs of addiction and reveals how they can successfully recover by following a program similar to those used for other addictions. Readers learn to identify whether they have an addiction, find the right resources to get individualized help, and regain a

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rewarding life away from the screen by learning new thoughts and behaviors that free them from the cravings that rule their lives. Included is a guide for parents for working with their addicted children. We live in a world of fakers. Rather than being real with each other, we present a carefully crafted persona that hides our faults and magnifies our good qualities. But inside we long to be loved, warts and all. We long to stop hiding from each other--and especially from God. With candor and clarity, pastor Rick Bezet calls readers to a life built on authenticity, showing that the way to true freedom lies through reclaiming our hearts, reviving our souls, and renewing our minds in light of what God has done for us through Jesus Christ. Through biblical stories and (often funny) personal examples, Bezet encourages readers to live with passion, integrity, and perseverance. He releases readers from the spiritual death that comes with pretending and leads them into a new life characterized by transparency rather than fear.

NEW YORK TIMES BESTSELLER • From the author of *Salt Sugar Fat* comes a “gripping” (The Wall Street Journal) exposé of how the processed food industry exploits our evolutionary instincts, the emotions we associate with food, and legal loopholes in their pursuit of profit over public health. “The processed food industry has managed to avoid being lumped in with Big Tobacco—which is why

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Michael Moss's new book is so important."—Charles Duhigg, author of *The Power of Habit* Everyone knows how hard it can be to maintain a healthy diet. But what if some of the decisions we make about what to eat are beyond our control? Is it possible that food is addictive, like drugs or alcohol? And to what extent does the food industry know, or care, about these vulnerabilities? In *Hooked*, Pulitzer Prize-winning investigative reporter Michael Moss sets out to answer these questions—and to find the true peril in our food. Moss uses the latest research on addiction to uncover what the scientific and medical communities—as well as food manufacturers—already know: that food, in some cases, is even more addictive than alcohol, cigarettes, and drugs. Our bodies are hardwired for sweets, so food giants have developed fifty-six types of sugar to add to their products, creating in us the expectation that everything should be cloying; we've evolved to prefer fast, convenient meals, hence our modern-day preference for ready-to-eat foods. Moss goes on to show how the processed food industry—including major companies like Nestlé, Mars, and Kellogg's—has tried not only to evade this troubling discovery about the addictiveness of food but to actually exploit it. For instance, in response to recent dieting trends, food manufacturers have simply turned junk food into junk diets, filling grocery stores with "diet" foods that are hardly

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distinguishable from the products that got us into trouble in the first place. As obesity rates continue to climb, manufacturers are now claiming to add ingredients that can effortlessly cure our compulsive eating habits. A gripping account of the legal battles, insidious marketing campaigns, and cutting-edge food science that have brought us to our current public health crisis, *Hooked* lays out all that the food industry is doing to exploit and deepen our addictions, and shows us why what we eat has never mattered more.

SHORTLISTED FOR THE IRISH BOOK AWARDS

2021 Once you've got a few decades on the clock, life can seem sort of cross-roadsy. Once you're no longer thinking of yourself as 'young', you may be looking back, thinking 'How did I get here?' And also looking ahead, wondering: 'What do I do now?' This realization that neither time nor choices are limitless is both daunting and exciting. This is the moment to take stock and figure out how to make the best of every precious moment of the rest of your life. And to develop the tools to be able to do so again and again. *Your One Wild and Precious Life* is an eye-opening account of this surprisingly liberating process. Using the latest ground-breaking research, leading psychologist Maureen Gaffney has written an inspiring and practical guide for getting to grips with time. Taking the key stages of our life - from infancy to old age - she explores what we learn at

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each stage. And, crucially, she explains how, no matter what has happened in the past, and what age you are, you can find a better route forward. Your One Wild and Precious Life is both profound and reassuring. It will transform your thinking, connect you with who you truly are and help you to reclaim control over your life. Crucially, it will empower you to face the future with optimism. It is a book to fundamentally alter your relationship with time and show you that every age can be your best age. 'A profound, important work; simultaneously wise, instructive and a love letter to humanity' IRISH TIMES

Addiction is increasing all around the world, and the conventional remedies don't work. The Globalization of Addiction argues that the cause of this failure to control addiction is that past treatments have focused too single-mindedly on the afflicted individual addict. This book presents a radical rethink about the nature of addiction.

From bestselling author Gabor Maté, the essential resource for understanding the roots and behaviors of addiction--now with an added introduction by the author. Based on Gabor Maté's two decades of experience as a medical doctor and his groundbreaking work with the severely addicted on Vancouver's skid row, In the Realm of Hungry Ghosts radically reenvision this much misunderstood field by taking a holistic approach. Dr.

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Maté presents addiction not as a discrete phenomenon confined to an unfortunate or weak-willed few, but as a continuum that runs throughout (and perhaps underpins) our society; not a medical "condition" distinct from the lives it affects, rather the result of a complex interplay among personal history, emotional, and neurological development, brain chemistry, and the drugs (and behaviors) of addiction. Simplifying a wide array of brain and addiction research findings from around the globe, the book avoids glib self-help remedies, instead promoting a thorough and compassionate self-understanding as the first key to healing and wellness. In the Realm of Hungry Ghosts argues persuasively against contemporary health, social, and criminal justice policies toward addiction and those impacted by it. The mix of personal stories—including the author's candid discussion of his own "high-status" addictive tendencies—and science with positive solutions makes the book equally useful for lay readers and professionals. One of the most exciting feelings in the world is at the moment when you take the leap to become an entrepreneur and launch your own start-up. But in doing so, what are the things you should plan ahead for and what are the pitfalls you need to watch out for? In Entrepreneurship Simplified, Ashok Soota and S.R. Gopalan distil their decades of experience into a concise, comprehensive and practical guide

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for every aspiring entrepreneur as well as those who have already embarked on the entrepreneurial journey. From idea generation and validation to raising funds and dealing with VCs, building the organization and its mission, vision and values, defining a business and marketing strategy, creating and sharing wealth, and finally, taking your company public through an IPO-Soota and Gopalan discuss the entire gamut of the entrepreneurial experience. Full of anecdotes, practical wisdom and key takeaways, Entrepreneurship Simplified is a definitive book on the subject that replicates the passion, fun and sense of fulfilment that accompanies the start-up adventure.

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

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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.

Revised and Updated, Featuring a New Case Study
How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating

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examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products. Are you doing all you can to further your career as a software developer? With today's rapidly changing and ever-expanding technologies, being successful requires more than technical expertise. To grow professionally, you also need soft skills and effective learning techniques. Honing those skills is what this book is all about. Authors Dave Hoover and Adewale Oshineye have cataloged dozens of behavior patterns to help you perfect essential aspects of your craft. Compiled from years of research, many interviews, and feedback from O'Reilly's online forum, these patterns address difficult situations that programmers, administrators, and DBAs face every day. And it's not just about financial success. Apprenticeship Patterns also approaches software development as a means to personal fulfillment. Discover how this book can help you make the best of both your life and your career. Solutions to some common obstacles that this book explores in-depth include: Burned out at work? "Nurture Your Passion" by finding a pet project to rediscover the joy of problem solving. Feeling overwhelmed by new information? Re-explore familiar territory by building something you've built before, then use "Retreat into Competence" to move forward again. Stuck in your learning? Seek a team of experienced and talented developers with whom you can "Be the Worst" for a

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while. "Brilliant stuff! Reading this book was like being in a time machine that pulled me back to those key learning moments in my career as a professional software developer and, instead of having to learn best practices the hard way, I had a guru sitting on my shoulder guiding me every step towards master craftsmanship. I'll certainly be recommending this book to clients. I wish I had this book 14 years ago!"-Russ Miles, CEO, OpenCredo

In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

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