



The Power of Habit: Summary of the Key Ideas - Original Book by Charles Duhigg: Why We Do What We Do in Life and Business

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Habits are essential in our daily lives and we often think that it is difficult to change them. But if you know how habits work, it can actually be rather simple to alter them and turn bad habits into good ones.

Organizations can also make use of the information provided and achieve more productivity and innovation.

Who should read this book:

- Anyone who is interested in understanding the science behind habits.
- People who want to adopt new habits and make them stick.
- Anyone who wants to find out how to get rid of bad habits or turn them into good ones.

In this summary:

Chapter 1: We are often unaware of the influence habits have on our life

Chapter 2: Habits follow a simple cue–routine–reward loop

Chapter 3: Cravings are essential in order to create new habits

Chapter 4: Habit reversal training can help to transform routine behavior

Chapter 5: Keystone habits can bring about change in an organization

Chapter 6: Starbucks succeeded by making willpower automatic

Chapter 7: A crisis can sometimes help to change organizational habits for the better

Chapter 8: Companies gather data to predict people's habits

Chapter 9: Social movements are started by peer pressure, strong and weak ties

Chapter 10: To change a habit, we have to decide to take action

Chapter 11: Final Summary

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