

# The power of habit: why we do what we do, and how to change

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## Abstrak

This fascinating book reveals how habits are made, broken and, more than anything, manipulated. It's full of unbelievable stories, such as: The supermarket analyst who came up with a way of determining which women were pregnant before they even knew - so he could influence what they bought in his store. One day a furious father came in complaining that his 15-year-old daughter was being targeted with pregnancy products; the store apologised and considered scrapping the programme. A week later, the father returned to apologise - his daughter was, they'd discovered that morning, pregnant! Eugene, the brain-damaged patient who can't form new memories or even register what's going on.