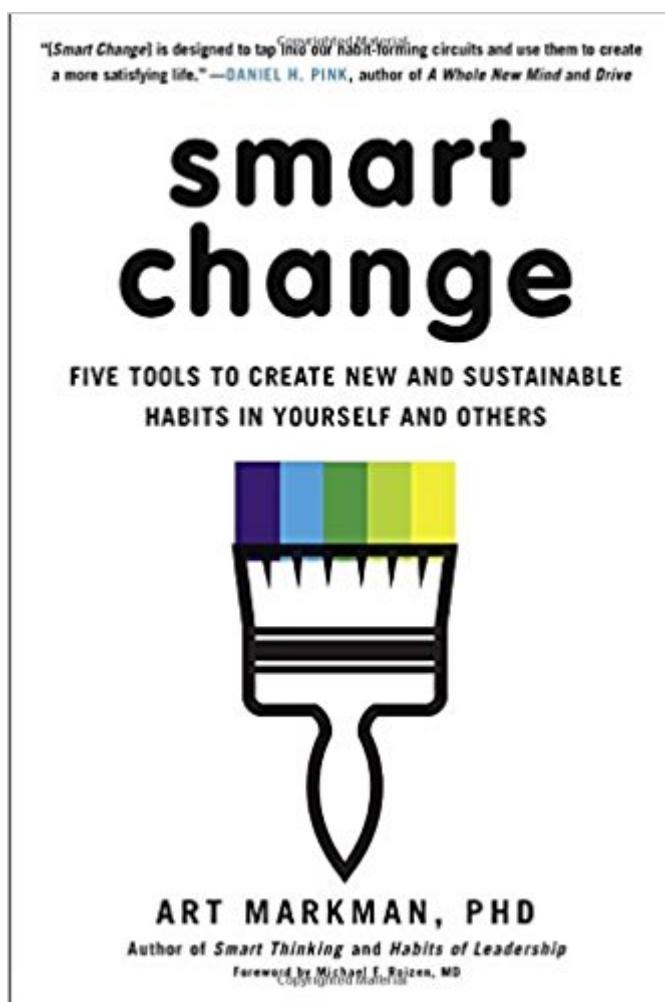


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# Smart Change: Five Tools To Create New And Sustainable Habits In Yourself And Others



## Synopsis

An insightful guide that shows how habits of behavior are formed, and how we can transform bad habits into positive behaviors in ourselves and others. Smart Change explores the psychological mechanisms that form and maintain habits in individuals and groups and offers real, accessible and actionable advice for changing habits. In an engaging narrative, Markman covers a wide range of habits, from individual behaviors like eating better and exercising regularly to work-related behaviors such as learning effectively and influencing customers' purchases. He proposes that there are five effective tools to help individuals change behavior and to help people influence the habits of the people around them:1. Tame the "Go" system: Identify the triggers of habits, replace old behaviors with new ones and generate specific plans to deal with obstacles.2. Harness the "Stop" system: Learn to deal with stress and other factors that hinder the development of new and positive habits.3. Optimize your goals. Determine the course of behavior change and how to successfully incorporate those changes for the long term.4. Manage your environment: Change your surroundings to dramatically reduce poor behavior and habits.5. Engage your Neighbors: To affect other people's behavior, understand the shared culture that creates a mutual dependency, and allows neighbors and colleagues to have a profound positive influence on the behavior of other members of their community.

## Book Information

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## Customer Reviews

"Technology promises to make our lives easier and more efficient, but too often it has just the opposite effect — we feel rushed, harried, "always on," and we take refuge

in bad habits like procrastination. If this sounds like you, you need to try Smart Change. It's based on the science of motivation and designed to tap into our habit-forming circuits and use them to create a more satisfying life. •Daniel H. Pink, *To Sell is Human and Drive*"Full of tools to help you change your behavior. You'll reorganize your life, and be on your way to a healthier you, and not just for the next week. This book will have lasting impact." •Dr. Mike Roizen, *RealAge: Are you as Young as You Can Be?*"If you are serious about changing habits, read this. It is written in an insightful yet accessible style. FOUR STARS" •HR Magazine"Markman has a knack for writing clearly and sensibly about our thought processes and habits. He realized, however, that making change is difficult for nearly everyone, mainly because there are so many temptations. So he sets out to show us how our brain works and tries to unlock the mysteries of motivation." •Austin American-Statesman"Markman is...a respected pop culture expert...That has a lot to do with book's snappy pace and appeal...Smart Change is not a personal story or memoir. Readers will enjoy the level of specificity to change old habits." •San Antonio Express News "Art Markman's smart, engaging, quirky book will teach you how to do more of the things that make you healthy, wealthy, and happy, and less of the things that don't. Smart Change is an important book that's also a delight to read." •Adam Alter, *New York Times* bestselling author of *Drunk Tank Pink*"Change is hard; but it doesn't have to be. In this insightful book, Art Markman gets to the root causes of our habits and explains what it takes to reshape them and make lasting, positive changes in our lives." •David Burkus, *The Myths of Creativity*"Giving up smoking is one of the best things you can do for your health, but if you have tried and failed, you may need to change your approach. The author believes the key is to change your behavioral patterns--only then will you be able to break the negative cycle for good." •The SunPraise for Art Markman's *Smart Thinking*"Markman provides a helpful guide for developing smarter habits, and ultimately, a smarter, more fulfilling life of learning." •Charles Ealy, *Austin American*"The book is an easy read, though rewards re-reading. Unlike many of these "Think yourself smarter" books, this one has lots of good advice, and feels like it relies on primary sources more than secondary. In fact, I bet I end up reading a lot of what is in this book, taken out of context by "Think yourself successful" gurus. Save time, read it here, at the source." •Tom Otley, *The Business Traveler*"Smart Thinking teaches people how their minds work so they can be more effective performers at work and at life. An essential read for anyone who wants to operate at their best, think outside the box, and accomplish whatever goals they set out to

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Art Markman, PhD, the author of *Smart Thinking and Habits of Leadership*, is the Annabel Irion Worsham Centennial Professor of Psychology and Marketing at the University of Texas and founding director of the program in the Human Dimensions of Organizations. Markman has published more than 150 articles and chapters and is the author of the scholarly work *Knowledge Representation*. He has been the editor of *Cognitive Science* since 2006. As a consultant he has worked with large companies, including Procter & Gamble, for which he developed a number of training programs. He has worked with Drs Mehmet Oz and Michael Roizen on two of their bestselling *You* books and contributes to their social networking website, *YouBeauty*. He is also on the scientific advisory boards for *The Dr. Phil Show* and *The Dr. Oz Show*. Markman blogs regularly for *Psychology Today*, the *Huffington Post*, *99U*, and *Harvard Business Review* online.

I bought the audio book first, then the hard copy. This book is the right balance between "how" the brain works and "how to" make the changes. There is a similar best selling book about *The Power of Habits* which to me spent too much time on the "how" and not enough on the "how to." Marksman makes no bones about the reality that change is hard, but this is the first book I've read that offers such clear, no-nonsense information necessary to make those hard changes. I'm not completely where I want to be yet, but not only have I made more strides in the last few months than I have before, but some of these changes feel like a part of me already, as opposed to "something I'm trying to do." The investment of time is a bigger issue than the monetary investment when it comes

to books like this. This one is well worth the time.

Some good, straight forward tips on making changes. I like his explanation of the two systems--the stop and go system--in your brain that establishes your behavior. If you like this book and want something very detailed, I recommend "Fast Thinking, Slow Thinking."

Dr. Markman takes a wide array of research data on self-activated habit change and makes it useful and hands-on. He breaks the book into parts, covering why we have habits (which is fascinating), how habits are formed or change, and then, more importantly, how we can change our own (and even others) habits. I've used some of Dr. Markman's techniques and they have produced success. This is a very good read if you want to see how we form habits and how we might change them. Incidentally, I read it while working out on the Stair Master, thereby forming two new good habits simultaneously.

If you really want a break down of habits than this is the perfect book. I read "The power of habit" by Charles Duhigg and didn't like it bc it was only about how habits changed people's lives in a good and bad ways and not actually how to change your habits. However this book tells you exactly how to do that. This book is like a text book written as a self help book. I self help book w/ science to back it up. Not so wannabe guru trying to make money on telling you how to better yourself.

Purchased for a college course and did not find this book helpful at all. Perhaps because this book is meant to help individuals make changes and during the time of reading this book I was not up for long drawn out process changes.

I like the scientific approach of the book to explain how the brain works with habits and how to retrain it.

This book was absolutely so helpful to everyone in our family. My 17 year old son, who is autistic found it helpful in guiding him with certain troubled areas of his life and my husband found quite a few ideas that uses everyday to keep him moving ahead. I highly recommend this book for anyone who needs some good sound help.

I saw the book referenced by Dr. Phil on one of his shows. I found the book very engaging, easy to

read, and information that was easy to digest and understand, as well as applying it to my personal life.

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