

# Good Habits, Bad Habits: The Science of Making Positive Changes That Stick

## Book by Wendy Wood

If you are stuck in a rut of unproductive habits and your willpower fails you, Wendy Wood's "Good Habits, Bad Habits" offers a refreshing perspective. Wood, a leading researcher in habit formation, argues that willpower is a losing battle. Instead, the key to lasting change lies in understanding the science behind habits and leveraging the power of your unconscious mind.

### **Insights for Change Makers**

The book explains how habits form through cues, routines, and rewards. Changemakers can use this knowledge to design campaigns and understand how to improve their own behaviors and the behaviors of the people they are trying to impact.

## **Reviews and Criticism**

The book is an interesting read that is backed by strong research. However, it ends up focusing more on understanding habits than providing detailed step-by-step plans for habit formation. Some readers might even find the case studies or experiments repetitive.

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