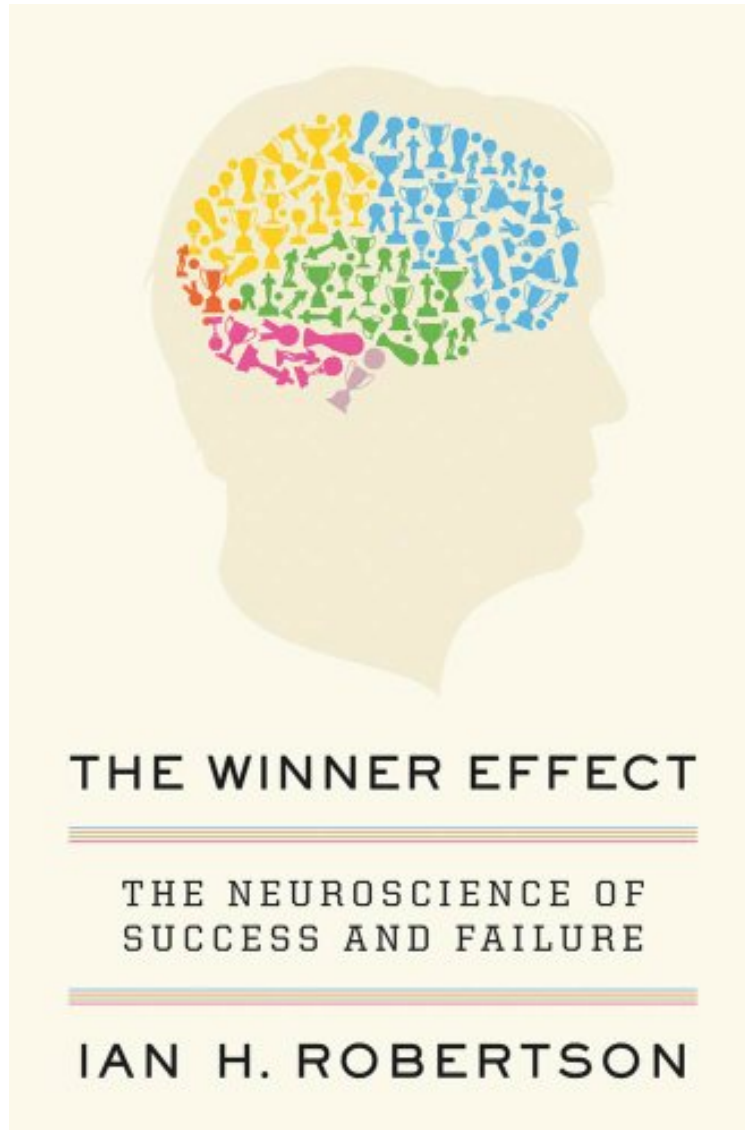


(Download free pdf) The Winner Effect: The Neuroscience of Success and Failure

# The Winner Effect: The Neuroscience of Success and Failure

*Ian H. Robertson*

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**Ian H. Robertson : The Winner Effect: The Neuroscience of Success and Failure** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Winner Effect: The Neuroscience of Success and Failure:

2 of 2 people found the following review helpful. rational winningBy will crowthere is enough here to digest that offers the reader a glimpse at what it's like to think like a winner. what does that mean? in many ways winners dont imagine losing, so they dont. a scientific exploration of optimal thinking, and optimal experience shows the mind set of people who do not accept defeat, and who rationalize all their efforts in ways that allow them to achieve. i

recommend this book.0 of 0 people found the following review helpful. POWERFUL INSIGHTS INTO POWER'S EFFECT ON THE BRAINBy CustomerThis book gives an amazing overview of how power changes people's psychology. The principles are spoken about in detail, and are delineated through anecdotes from politics, history, etc. Robertson includes psychological studies to back up his claims about how power deludes people's minds. In addition, the author speaks in depth about the neuroscience of success, particularly the effects of power on the endocrine system (testosterone, dopamine, etc.) Highly recommended for anybody who is interested in learning about the science behind winners and losers.0 of 0 people found the following review helpful. Genius - Must Read for AnyoneBy DanielFor those who are interested in understanding the at times counter intuitive effects of power on the human brain, this is an unprecedented piece. An absolute must read.

What makes a winner? Why do some people succeed both in life and in business, and others fail? Why do a few individuals end up supremely powerful, while many remain powerless?The "winner effect" is a term used in biology to describe how an animal that has won a few fights against weak opponents is much more likely to win later bouts against stronger contenders. As Ian Robertson reveals, it applies to humans, too. Success changes the chemistry of the brain, making you more focused, smarter, more confident, and more aggressive. The effect is as strong as any drug. And the more you win, the more you will go on to win. But the downside is that winning can become physically addictive.By understanding what the mental and physical changes are that take place in the brain of a "winner," how they happen, and why they affect some people more than others, Robertson answers the question of why some people attain and then handle success better than others. He explains what makes a winner;or a loser;and how we can use the answers to these questions to understand better the behavior of our business colleagues, family, friends, and ourselves.

Idquo;A book that will help you understand what makes winners, and what paths to avoid when you get power.rdquo;mdash;MindYourDecisions.com"Fascinating."mdash;The Sunday Times (UK)"Compelling stories combine with cutting-edge science to show why coming first is not the same as being a real winner -- engrossing."mdash;Oliver James, author of They F\*\*\* You UpIdquo;Like a masterful detective, Dr. Robertson provides a captivating and insightful journey into understanding the mystery of the effects of power on human behavior and thinking.rdquo;mdash;Mike Hawkins, award-winning author of Activating Your Ambition: A Guide to Coaching the Best Out of Yourself and Others Idquo;He tells a compelling, vivid and instructive story of how we are empowered and how we are disempowered and how we succeed and how we fail. I really enjoyed it -- it is a must read.rdquo;mdash;Raymond Tallis, author of Aping Mankind Idquo;A fascinating topic dealt with in a fascinating way. hellip; I love the book.rdquo;mdash;Matt Cooper, author of How Ireland Really Went Bust Idquo;What does it take to be a winner; to be successful and achieve at an optimal level? Professor Robertson has masterfully synthesized cutting edge social, cognitive, and developmental psychology, as well as neuroscience with fascinating stories of notable people in the public eye to answer this question. Thoroughly researched and engagingly written by an international scholar, once you begin reading this book it will be difficult to put down. nbsp;Whatever your profession, this remarkable book will most assuredly resonate with you.rdquo;mdash;John B. Arden, PhD, author of Rewire Your Brain"Utterly fascinating." mdash;Publishers WeeklyAbout the Author