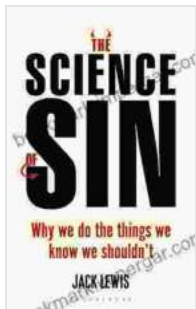


# Why We Do the Things We Know We Shouldn't

**A Journey into Temptation, Addiction, and the Science of Self-Control**

By Dr. Judson Brewer



## The Science of Sin: Why We Do The Things We Know

**We Shouldn't** by Jack Lewis

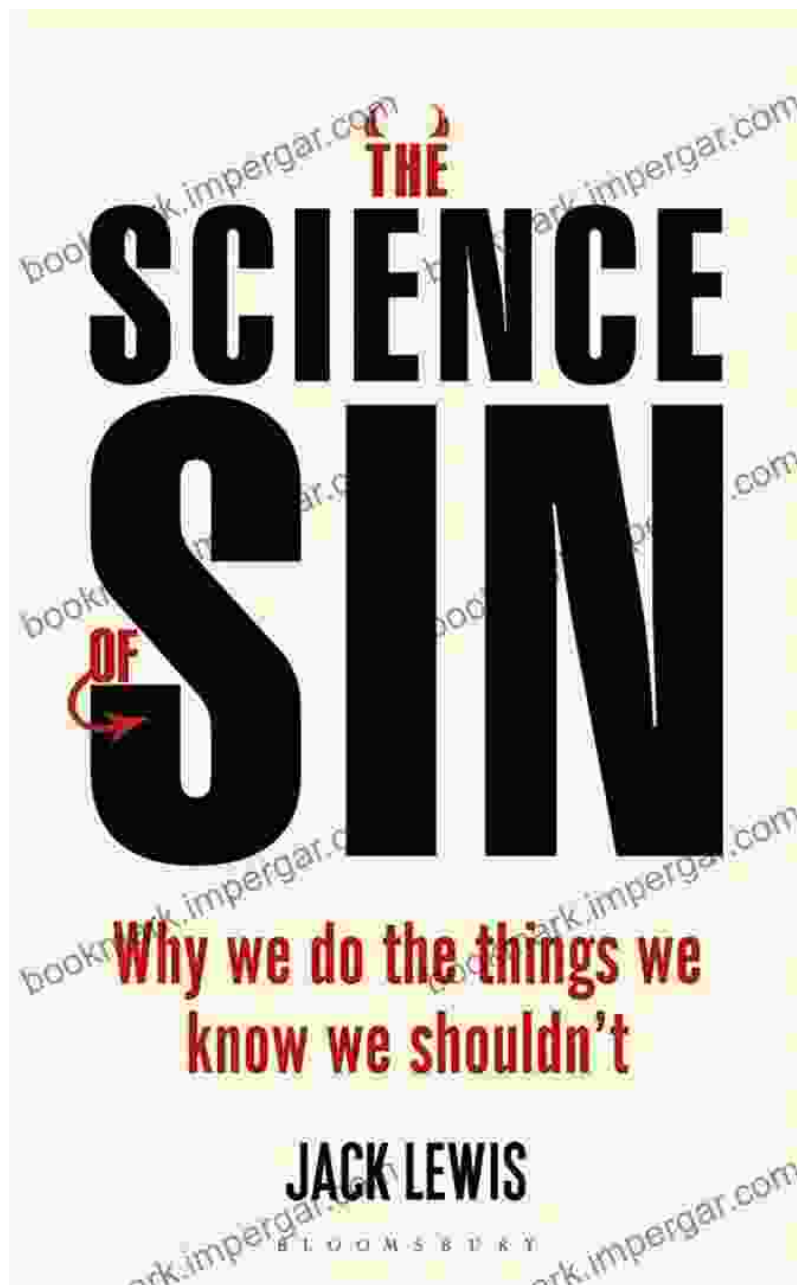
★★★★☆ 4.3 out of 5

Language : English  
File size : 1582 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 316 pages

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We all know the feeling. We see a piece of cake, and even though we're on a diet, we can't resist taking a bite. Or we start to procrastinate on a project, even though we know we're going to have to work late to finish it. Or we find ourselves reaching for a cigarette, even though we've been trying to quit for months.

Why do we do the things we know we shouldn't? Why is it so hard to control our impulses, even when we know they're going to lead to negative consequences?

In this groundbreaking book, Dr. Judson Brewer explores the science of self-control and offers practical strategies for overcoming our cravings and addictions. Brewer draws on his own research on mindfulness and addiction to explain how our brains work when we're tempted and how we can train our minds to resist temptation.

Brewer argues that self-control is not about willpower or deprivation. It's about understanding our triggers and developing new habits. When we understand why we do the things we do, we can start to change our behavior.

Why We Do the Things We Know We Shouldn't is an essential read for anyone who struggles with temptation, addiction, or procrastination. Brewer's clear writing and practical advice will help you understand your own behavior and develop strategies for change.

### **What People Are Saying About Why We Do the Things We Know We Shouldn't**

"This book is a game-changer. It's the first book I've read that actually explains why I do the things I know I shouldn't. And it offers practical strategies for changing my behavior. I highly recommend it." - Gretchen Rubin, author of The Happiness Project

"Judson Brewer is a brilliant scientist and a gifted writer. This book is full of fascinating insights into the science of self-control and practical strategies

for overcoming our cravings and addictions. It's a must-read for anyone who struggles with temptation or procrastination." - Charles Duhigg, author of The Power of Habit

"This book is a lifeline for anyone who has ever struggled with temptation or addiction. Brewer's clear writing and practical advice will help you understand your own behavior and develop strategies for change. I highly recommend it." - Adam Grant, author of Give and Take

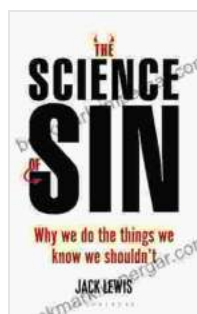
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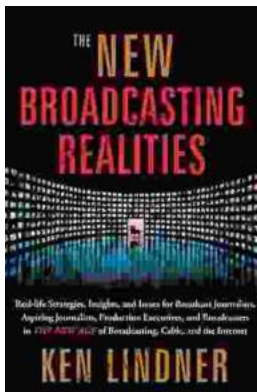
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