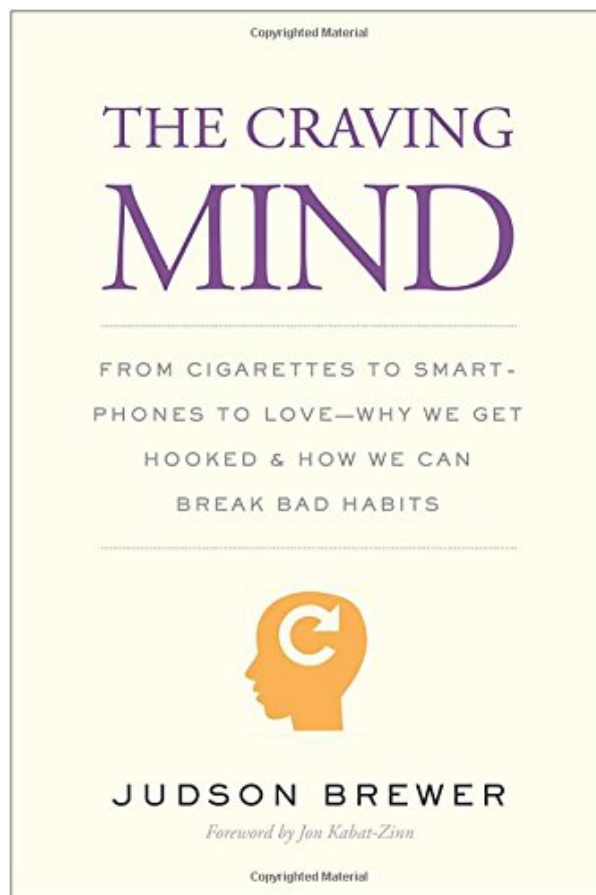


THE CRAVING MIND: FROM CIGARETTES TO SMARTPHONES TO LOVE – WHY WE GET HOOKED AND HOW WE CAN BREAK BAD HABITS BY JUDSON BREWER



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JUDSON BREWER

Foreword by Jon Kabat-Zinn

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conferences, trained US Olympic coaches, and his work has been featured on 60 Minutes, TED (5,000,000+ views; top 10 talks of 2016), TEDMED, TEDx, Time magazine (top 100 new health discoveries of 2013), Forbes, BBC, NPR, Businessweek and others. A psychiatrist and internationally known expert in mindfulness training for addictions, Brewer has developed and tested novel mindfulness programs for habit change, including both in-person and app-based treatments (e.g. www.goatrighnow.com, www.cravingtoquit.com). He has also studied the underlying neural mechanisms of mindfulness using standard and real-time fMRI. His work has been funded by the National Institutes of Health, American Heart Association, Fetzer Trust among others.

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PDF

A leading neuroscientist and pioneer in the study of mindfulness explains why addictions are so tenacious and how we can learn to conquer them

We are all vulnerable to addiction. Whether it's a compulsion to constantly check social media, binge eating, smoking, excessive drinking, or any other behaviors, we may find ourselves uncontrollably repeating. Why are bad habits so hard to overcome? Is there a key to conquering the cravings we know are unhealthy for us?

This book provides groundbreaking answers to the most important questions about addiction. Dr. Judson Brewer, a psychiatrist and neuroscientist who has studied the science of addictions for twenty years, reveals how we can tap into the very processes that encourage addictive behaviors in order to step out of them. He describes the mechanisms of habit and addiction formation, then explains how the practice of mindfulness can interrupt these habits. Weaving together patient stories, his own experience with mindfulness practice, and current scientific findings from his own lab and others, Dr. Brewer offers a path for moving beyond our cravings, reducing stress, and ultimately living a fuller life.

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- 256 pages

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Most helpful customer reviews

7 of 8 people found the following review helpful.

Well Done and Solid

By C.Burson, Helix Integrative Institute

Well done, and high-five. I am grateful for the way you informatively sweep across the over-view to bring readers up to 'how we got here', and then go directly to work on the matter...straight ahead. Makes it VERY practical, readable, and digestible to the 'public'; while holding the respect of those of us who have long research and clinical histories in the field of integrating Mindfulness Practice into addiction/recovery on the firm foundation of good science. This is great 'bench to bedside' work. Well done, indeed. Thank you for this meaningful and timely contribution to the work.

1 of 1 people found the following review helpful.

Clearly helpful

By Michelle L. Carlson

Very well written and insightful. Definitely a must read.

13 of 13 people found the following review helpful.

Very good aid to understanding (and perhaps thereby lessening) addictive behaviors

By Man in the Middle

As someone who has been overweight more often than not all my adult life, I'm one of the target markets for this book. It took me a while to get through, going about a chapter a day, but I found the effort well worthwhile.

The book is an unusual mix of neuroscience (complete with MRI machines), Skinnerian behaviorism psychology, and Buddhist teachings. Since my father-in-law knew B.F. Skinner personally, and considered Skinner a nut case for starting out his daughters in glass cribs so he could experiment on them, I expected to disagree with some of the behaviorism. That part of the book seemed based on Skinner's book *Walden Two*, which I haven't read. Even so, I found nothing objectionable in the behaviorist portions of this book - they pretty closely matched what I was taught 50 years ago while earning a minor in psychology about an hour from where Skinner lived.

The Buddhist teachings were also familiar to me from a Philosophy of Religion course in seminary, and again, not objectionable. The neuroscience is out of my area of knowledge entirely, but seemed quite well documented and credible. And somehow, taken all together, it worked as a gestalt (the whole being greater than the sum of its parts.)

What I liked best about the book is that it really helps "peel the onion" (as another teacher once called it) of WHY I eat when I'm not hungry, or more than I should, or foods I shouldn't eat. I'm not much for meditation, and certainly not for the hours on end kind the author likes, but have to agree with his suggestion of taking a moment to just breathe, and staying in that moment rather than focusing elsewhere as a way of noticing what's really going on when I feel an urge to eat. I also found hopeful his assertion that by just noticing and understanding such urges, they can pass away rather than having to be obeyed.

For me, the most helpful aspect of the book in the long run may be that the author also has a matching free smartphone app (Eat Right Now), which leads its user through exercises based on the book, a TEDMED talk by the author, and more. I'm only one day into using it, but am impressed thus far at how well it adds a next step of doing to the understanding gained from the book.

One other thing I particularly like about this book and app is that their approach can be seamlessly and painlessly added to any other diet or eating plan already in use.

For those with other issues than overweight, the author also devotes chapters to several other addictive behaviors, including very hopeful scientific research on its effectiveness in helping people quit smoking.

Overall, very good. I'll update in a few months to document whether or not it actually helped me lose any weight.

Update 1/25/17: I just discovered the videos and community within the EatRightNow app are only free for the first four days, but the rest of the app still works fine thereafter, and those first days of videos are very well done and helpful. One pound down so far.

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