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Try This CONFIDENCE HACK: The Winner Effect [2020]**Ian Robertson- The Winner Effect: How Power Affects the Brain** *Professor Ian Robertson The winner effect The Winner Effect The Neuroscience*

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.

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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.

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The Winner Effect: The Neuroscience of Success and Failure. Ian H. Robertson. What does it really take to be a winner? Neuropsychology expert Ian Robertson seeks answers in his new book. He weaves together neuroscience findings and personal stories to look closely at how winning (or losing) can physically change the brain and affect the psyche, with long-lasting and self-reinforcing effects.

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Hormones and the 'winner effect' Testosterone is a hormone which boosts men's and women's sex drive and makes them more aggressive, and it does so by changing the chemistry of their brains. In particular it boosts levels of the neurotransmitter dopamine, which is a key element in motivation/thrill – in getting clear in our minds what we want, and

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*The Winner Effect The science of success and how to use it*

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His previous books, Mind Sculpture, The Mind's Eye and The Winner Effect, have been translated into many languages and he is widely recognised as one of the world's leading researchers in neuropsychology.

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