

The Luck Factor

By Richard Wiseman

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The Luck Factor By Richard Wiseman

Is luck just fate, or can you change it?

A groundbreaking new scientific study of the phenomenon of luckand the ways we can bring good luck into our lives. What is luck? A psychic gift or a question of intelligence? And what is it that lucky people have that unlucky people lack? Psychologist Dr. Richard Wiseman put luck under a scientific microscope for the very first time, examining the different ways in which lucky and unlucky people think and behave. After three years of intensive interviews and experiments with over 400 volunteers, Wiseman arrived at an astonishing conclusion: Luck is something that can be learned. It is available to anyone willing to pay attention to the Four Essential Principles:

. Creating Chance Opportunities
. Thinking Lucky
. Feeling Lucky
. Denying Fate

Readers can determine their capacity for luck as well as learn to change their luck through helpful exercises that appear throughout the book. Illustrated with anecdotes from the lives of the famous such as Harry Truman and Warren Buffett, The Luck Factor also richly portrays the lives of ordinary people who have been extraordinarily lucky or unlucky. Finally Dr. Wiseman gives us a look into "The Luck School" where he instructs unlucky people and also teaches lucky people how to further enhance their luck.

Smart, enlightening, fun to read, and easy to follow, The Luck Factor will give you revolutionary insight into the lucky mind and could, quite simply, change your life.

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Editorial Review

From Publishers Weekly
Filled with real-life stories from hundreds of interviews; inspirational quotes from the likes of Benjamin Franklin and Oprah Winfrey; and graphed research data from his eight-year study of luck, Wiseman's book promises to offer "a scientifically proven way to understand, control, and increase your luck." While many believe luck is a mystical force influenced by superstitious rituals, Wiseman, psychology chair at the University of Herfordshire in England, claims lucky people simply possess four basic psychological traits unlucky people don't: the ability to maximize chance opportunities, to listen to "gut feelings," to expect good fortune and to see the bright side of bad luck. Questionnaires and exercises offer guidance on how to acquire or enhance luckiness while keeping a "luck journal" and incorporating techniques to increase intuition, stop negative self-fulfilling prophecies and learn how to effectively network. The format is marked by redundant chapter summaries, but Wiseman's upbeat, charismatic tone might persuade even skeptical readers of the transformative effect luck can have in their personal and professional lives.
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Review
"Might persuade even skeptical readers of the transformative effect luck can have in their personal and professional lives." -- *Publishers Weekly*

About the Author
Dr. Richard Wiseman heads a research unit within the psychology department at the University of Herfordshire in Britain and was recently given the prestigious CSICOP Public Education in Science Award. This is his first book.

Users Review

From reader reviews:

Corrina Sutton:

Often the book The Luck Factor will bring you to the new experience of reading some sort of book. The author style to spell out the idea is very unique. When you try to find new book to study, this book very ideal to you. The book The Luck Factor is much recommended to you you just read. You can also get the e-book from the official web site, so you can more readily to read the book.

Lisa Knight:

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