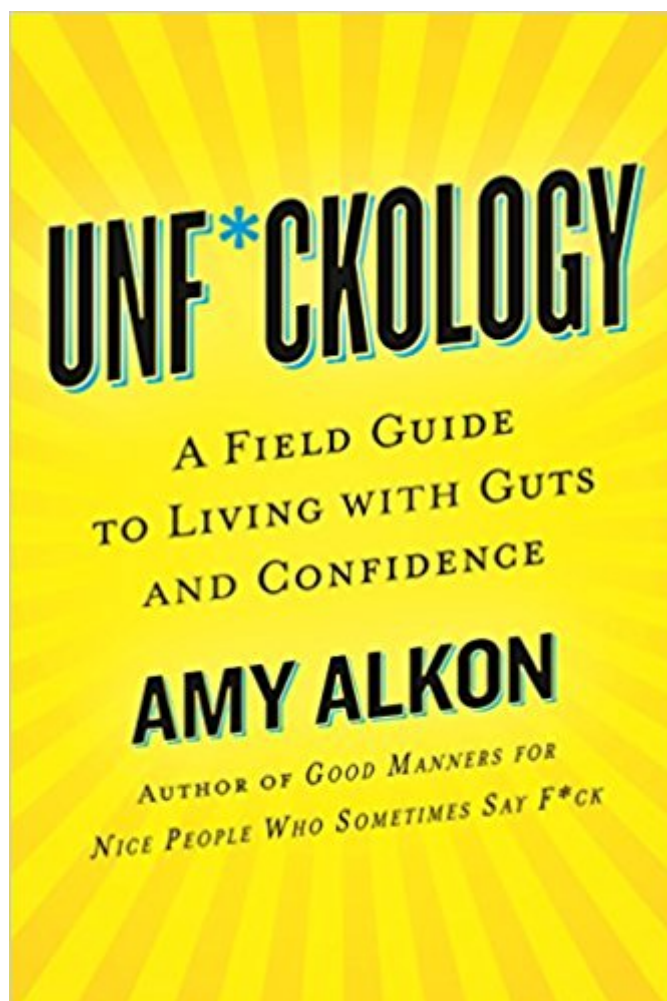


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# Unf\*ckology: A Field Guide To Living With Guts And Confidence



## Synopsis

Amy Alkon presents *Unf\*ckology*, a “science-help” book that knocks the self-help genre on its unscientific ass. You can finally stop fear from being your boss and put an end to your lifelong social suckage. Have you spent your life shrinking from opportunities you were dying to seize but feel “that’s just who I am”? Well, screw that! You actually can change, and it doesn’t take exceptional intelligence or a therapist who’s looking forward to finally buying Aruba after decades of listening to you yammer on. Transforming yourself takes revolutionary science-help from Amy Alkon, who has spent the past 20 years translating cutting-edge behavioral science into highly practical advice in her award-winning syndicated column. In *Unf\*ckology*, Alkon pulls together findings from neuroscience, behavioral science, evolutionary psychology, and clinical psychology. She explains everything in language you won’t need a psych prof on speed-dial to understand—and with the biting dark humor that made *Good Manners for Nice People Who Sometimes Say F\*ck* such a great read. She debunks widely-accepted but scientifically unsupported notions about self-esteem, shame, willpower, and more and demonstrates that: - Thinking your way into changing (as so many therapists and self-help books advise) is the most inefficient way to go about it. - The mind is bigger than the brain, meaning that your body and your behavior are your gym for turning yourself into the new, confident you. - Fear is not just the problem; it’s also the solution.- By targeting your fears with behavior, you make changes in your brain that reshape your habitual ways of behaving and the emotions that go with them. Follow Amy Alkon’s groundbreaking advice in *Unf\*ckology*, and eventually, you’ll no longer need to act like the new you; you’ll become the new you. And how totally f\*cking cool is that?

## Book Information

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## Customer Reviews

Praise for *Unf\*ckology*: “Amy Alkon is a virtuoso at making science accessible and fun. In this fast-paced, deeply authentic “science-help” book, Alkon weaves her own dramatic transformation with the latest science to show you how to live the life you truly want to live. It’s time to stop pitying yourself, devaluing yourself, hiding yourself, and all the other things we do to ourselves to avoid being our full selves. You can be comfortable in your own skin RIGHT NOW. This book will show you how.” — Scott Barry Kaufman, Professor of Positive Psychology, University of Pennsylvania “Unf\*ckology is a f\*cking good book. It’s the self-help book for people who hate self-help books because Unf\*ckology is firmly grounded in empirical research and takes a no-nonsense, no-coddling, no-airy-fairy-BS approach to the subject. It’s also very funny. Every page sparkles with Amy’s irreverent wit and wisdom. Highly recommended!” — Dr. Steve Stewart-Williams, Assoc. Professor, University of Nottingham, Malaysia Campus

Praise for *Good Manners for Nice People Who Sometimes Say F\*ck*: “Alkon not only tells readers what good manners are but also provides useful suggestions for politely calling offenders’ attention to their rudeness. And she does this in a ferociously funny style—it’s worth a read for the laughs alone. There is nothing here of the proper arrangement of table setting, nor of how to address a letter to the Archbishop of Canterbury; rather Alkon deals with modern problems in interpersonal relationships, such as how civilized people should act when standing in lines, on airplanes, online, and elsewhere. In addition, she offers very dependable, sensible, caring advice to those whose friends or family are coping with terminal illness. VERDICT: Solid psychology and a wealth of helpful knowledge and rapier wit fill these pages. Highly recommended.” — Library Journal (starred review) “This book is a gem. Hysterically funny and grounded in science, Amy Alkon explains why so many people are rude and how it’s possible to be courteous, even if you’re foul-mouthed and clueless about etiquette.” — Dr. Adam Grant, Wharton School professor and New York Times bestselling author of *Give and Take* “I can say without reservation that *Good Manners For Nice People Who Sometimes Say F\*ck* is hilarious, consistently entertaining, and, above all, wise. It’s Emily Post as a beach read.” — Charlotte Allen, *The Weekly Standard* “She is chatty, at times outrageous, but full of ideas about living politely in a society that she says has become too big for our brains to handle. As for Oscar Wilde, at the end of his life

is said to have commented: “The world was my oyster, but I used the wrong fork.”

— Moira Hodgson, *The Wall Street Journal*

“If you’re frequently left gasping by the jaw-dropping social ineptitude of your fellow human beings, or you’re guilty of being a rude jackass yourself from time to time, this is the book for you. Alkon doesn’t suffer fools lightly, but she also has the gentle wisdom to know that each of us plays the role of the fool sometimes. Armed with fascinating science, great humor, and a preternatural bullshit detector for a mind, she shoots from the hip and you’ll be damn glad she does, too.”

— Dr. Jesse Bering, Associate Professor of Science Communication and author of *Perv*

“Contradiction is part of what makes Ms. Alkon so captivating. Perhaps the biggest contradiction: The hisser can also be utterly lovely.”

— Brooks Barnes, *The New York Times*

“Although the subject matter should be enough to hold your attention, it is primarily Amy’s ability to turn a phrase that makes the book such a good ride. Her section headings (e.g., ‘Dating is War,’ ‘Murder-Suicide and Other Forms of Diplomacy,’ ‘The Tragedy of the Asshole in the Commons’) make it impossible to put the book down and get back to work without reading just one more section. I highly recommend this book.”

— Dr. Frank McAndrew, *Evolutionary Psychology* journal

“In this comprehensive, science-based, easy-to-read, and hilarious book, Alkon looks at where our rudeness comes from and provides tangible ways for all of us to deal with it.”

— Dr. Jennifer Verdolin, *Psychology Today*

“One of ’11 Smart Books You Should Read This Summer”

— Sam McNerney, *250Words.com*

“This crazy redhead is on to something. Her pink Rambler story alone is worth the price of the book.”

— Elmore Leonard on *I See Rude People*

“Amy Alkon is intellectually promiscuous -- and funny as hell.”

— Howard Bloom, paleopsychologist and author of *The Lucifer Principle*, on *I See Rude People*

“Seriously great book. Alkon is smart and savvy and funny as hell. Where Hannibal the Cannibal only ate the rude, Alkon stands up to them with the sort of glorious panache that sometimes makes you want to stand and cheer.”

— David Middleton, *January Magazine* on *I See Rude People*

“Alkon turns reporting on findings in evolutionary psychology into an art form. She scans the research horizon for fascinating new results. Though relentless in her skepticism, she is keenly attuned to findings that are both solid and suggestive. (The world lost a great analyst when Alkon turned away from academic research.) In her hands, all this research turns into practical advice for how ordinary people can live better lives. Alkon may be, as the *LA Weekly* put it, ‘Miss Manners With Fangs,’ but she is perhaps better characterized as the offspring of Charles Darwin and Dorothy Parker. We academics can all take a lesson from her ability to redefine academic turf in terms ‘the ordinary person’ can both understand and enjoy.”

AMY ALKON does "applied behavioral science," translating scientific research into highly practical advice. Alkon writes The Science Advice Goddess, an award-winning, syndicated column that runs in newspapers across the United States and Canada. She is also the author of Good Manners for Nice People Who Sometimes Say F\*ck and I See Rude People. She has been on Good Morning America, The Today Show, NPR, CNN, MTV, and does a weekly science podcast. She has written for Psychology Today, Los Angeles Times, Los Angeles Times Magazine, the New York Daily News, among others, and has given a TED talk. She is the President of the Applied Evolutionary Psychology Society. She lives in Venice, California. Follow Amy on Twitter: @amyalkon

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