



Beyond Cynical: Transcend Your Mammalian Negativity

By Loretta Graziano Breuning

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This book is retired because the self-published edition is replaced by the new and improved edition, "THE SCIENCE OF POSITIVITY: Stop Negative Thought Patterns by Changing Your Brain Chemistry." Check it out! Negativity is natural, but you can rewire yourself to see the good around you. Cynicism is popular because it stimulates the brain chemicals that make you feel good. It stimulates dopamine by making the world feel predictable. It triggers serotonin by making you feel superior to "the jerks." It triggers oxytocin by telling you who to trust. You pay a high price for these moments, unfortunately, because cynicism keeps you focused on problems instead of opportunities. Here is a way to PARE your cynicism with Personal Agency and Realistic Expectations. Here are 3-minute exercises that will build new thought habits in six weeks. Even if you're surrounded by a chorus of negativity, you can transcend cynicism and stimulate happy chemicals in new ways.

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Beyond Cynical: Transcend Your Mammalian Negativity By Loretta Graziano Breuning Bibliography

- Sales Rank: #1099906 in Books
- Published on: 2013-09-02
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .54" w x 5.25" l, .55 pounds
- Binding: Paperback
- 236 pages

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Editorial Review

About the Author

Loretta Graziano Breuning, PhD is founder of the Inner Mammal Institute, which helps people get the best from their mammal brain. As Professor of Management at California State University, and as a mom, she learned to question the presumption that happiness is our natural default state. She learned from studying animals that unhappiness is part of our survival system, and happiness is a learned skill. She retired from teaching to build alternatives to the disease-based view of the brain. Dr. Breuning wrote three books on making peace with your inner mammal, and writes the “Your Neurochemical Self” blog on PsychologyToday.com. She is a Docent at the Oakland Zoo, where she gives tours on mammalian social behavior. She constantly marvels at the overlap between a wildlife documentary and the lyrics to a country western song. Loretta spent a year in Africa as a United Nations Volunteer after graduating from Cornell University and Tufts. She lectured worldwide on resisting corruption pressures, based on her book "Greaseless: How the Thrive without Bribes in Developing Countries.” Ms. Breuning loves to help people discover their power over their mammalian operating system. Many free resources are available at www.InnerMammalInstitute.org.

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