



Craving: Why We Can't Seem to Get Enough

By Omar Manejwala M.D.



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A nationally recognized expert on compulsive behaviors explains the phenomenon of craving and gives us tools to achieve freedom from our seemingly insatiable desires by changing our actions to remap our brains.

When we find ourselves wanting something strong enough, we'll do just about anything to get it--sometimes at the expense of our bodies, brains, banks accounts, and relationships. So why do we sometimes have the irrepressible feeling that we *need* something--such as food, cigarettes, alcohol, or sex-- that we really just want? And how do we satiate that feeling without indulging it?

In *Craving*, Omar Manejwala, M.D., translates the neurobiology of this phenomenon into real and accessible terms, explaining why we just can't seem to get enough. He then gives us tools and guidance to find satisfaction without giving in to our cravings. Dr. Manejwala explains:

how and why our brain drives behavior

how to change the part of our brain that fuels our cravings

the warning signs that craving is evolving into addiction

why craving is the most difficult component of addiction to address

why certain groups are so effective at changing behaviors, receiving encouragement, and remaining accountable

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Editorial Review

Review

“The author lucidly explains the neurological changes that occur when cravings give way to addiction, and he offers practical ways to deal with and resist temptation...”

--*Publishers Weekly*

“A SOLID book. It’s filled with good science, which I find both illuminating and reassuring. It’s filled with concrete, positive suggestions for addressing the issues of craving. It’s also compassionate at its core. It’s like, Give yourself a break. There are reasons you do this stuff, and it’s not your fault, but it’s not helping you, so here are some good tools that can give you a way out.”

--*foodfoodbodybody.com*

“This book will help addiction professionals be better able to explain cravings and addiction to patients. Anyone who has ever tried to squelch a craving--unsuccessfully--by willpower alone will be interested in this book.”

--Jana Burson, MD, Board Certified in Addiction Medicine and Internal Medicine; Medical Director, Stepping Stone of Boone; author, *Pain Pill Addiction: a Prescription for Hope*

"This compassionate book is highly recommended for anyone struggling with cravings or addictions of any type, as a first step on the road to recovery."

--*San Francisco Book Review*

“Inspiring, practical, and insightful for individuals considering or participating in a recovery program.”

--*Library Journal*

About the Author

Omar Manejwala, MD, is the senior vice president and chief medical officer of Catasys in Los Angeles, California, and is the former medical director at Hazelden Foundation. Dr. Manejwala is a transformative public speaker and appears frequently in the national media to address the topic of addiction.

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This Craving: Why We Can't Seem to Get Enough are reliable for you who want to be described as a successful person, why. The reason why of this Craving: Why We Can't Seem to Get Enough can be one of many great books you must have will be giving you more than just simple reading through food but feed you actually with information that probably will shock your earlier knowledge. This book is handy, you can bring it just about everywhere and whenever your conditions at e-book and printed kinds. Beside that this Craving: Why We Can't Seem to Get Enough giving you an enormous of experience like rich vocabulary, giving you tryout of critical thinking that we realize it useful in your day exercise. So , let's have it appreciate reading.

Melissa Gusman:

Why? Because this Craving: Why We Can't Seem to Get Enough is an unordinary book that the inside of the publication waiting for you to snap it but latter it will zap you with the secret the item inside. Reading this book alongside it was fantastic author who write the book in such incredible way makes the content inside easier to understand, entertaining method but still convey the meaning entirely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of positive aspects than the other book possess such as help improving your proficiency and your critical thinking means. So , still want to hesitate having that book? If I were you I will go to the book store hurriedly.

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