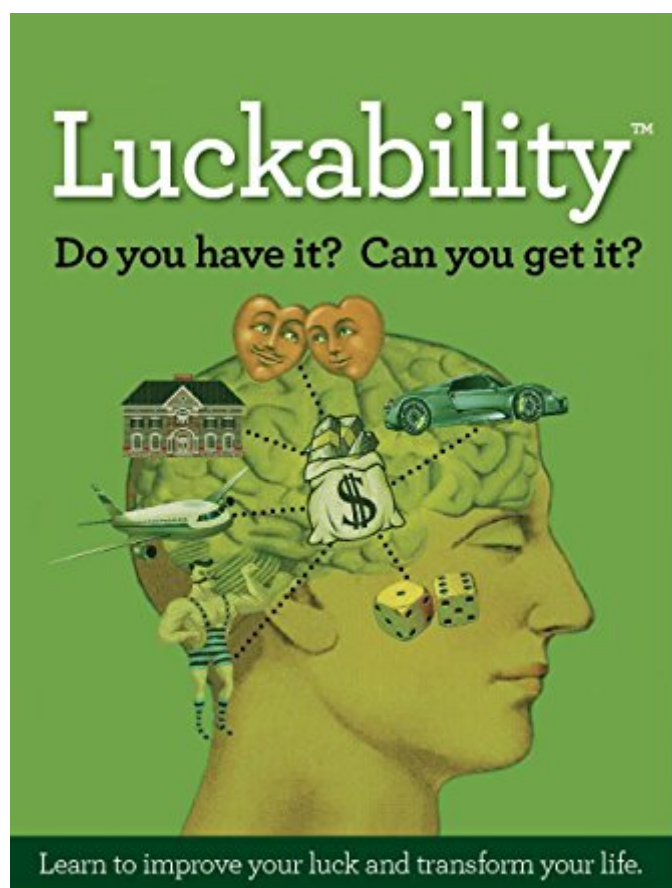


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# LUCKABILITY



Dr. Ben Carlsen



## Synopsis

We all recognize that the smartest people don't always prosper or succeed, nor do the hardest working or most disciplined. Something else is in operation; that unseen yet extraordinarily powerful force called LUCK. This is a book about LUCK. The kind you receive from the universe and the kind you create. The book asks: "Do you have it?" and, "Can you get it?" LUCKABILITY focuses on your ability to create opportunities and capitalize on "lucky" experiences in your life. The author examines LUCK from multiple perspectives including: Cultural, scientific, folklore and superstition, spiritual and religious, metaphors, models, experiments, and practical applications. The book provides readers with a framework and a step-by-step approach to improving their luck.

## Book Information

File Size: 4662 KB

Print Length: 276 pages

Publisher: Palm Springs Publishing (August 23, 2015)

Publication Date: August 23, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B014E9FBYW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #924,447 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #286

in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Philosophy > Free Will & Determinism #652 in Books > Politics & Social Sciences > Philosophy > Free Will & Determinism #2192 in Kindle Store > Kindle eBooks > Nonfiction > Self-Help > Self-Esteem

## Customer Reviews

As a professor of Accounting and Finance I'm more inclined to believe in numbers instead of luck. However, after reading the book Luckability I can see where I perhaps should have some confidence in luck as well. Particularly because I now better understand the concept and I can see where I can logically improve my luck through application of a few principles. This was an enjoyable book for me and I appreciated the author's reliance on science, facts and data to make his case.

First a little disclosure: I have read a couple of the author's books and I am a big fan of his work (so I may have a teeny weeny biased). Be that as it may, I can unreservedly vouch for the fact that his books are highly researched and well written. Therefore I didn't hesitate to buy a copy of his latest book Luckability. And let me just say, it did not disappoint at all. The premise of the book is rather straightforward, with the author declaring that being lucky may be a random occurrence; however, you can influence the outcome by developing certain abilities which he outlines in the book. For example, the author writes that: '--Studies have found that lucky beliefs, practices, even charms and rituals can have a positive effect. --Behaviorism, Reinforcement Theory and Cognitive Psychology provide some insight into the often unwarranted conclusions that people make about what causes their lucky outcomes.--There are behavioral changes that you can consciously make that can improve your luck.' Haven't you ever looked at a neighbor, or a close friend, who seem to be very 'lucky in life,' and thought to yourself, Hmmm: I am smarter than her, what is she doing to be so lucky? Well, if you were to follow the author's line of logic; she's probably adhering to the principles laid out in his book, in order to enhance her good fortune. Hence she appears to have some magical lucky power, or more 'Luckability' than you. But does she is the question? As a final point, I would just like to add that, the book offers some really great real world insight about the importance of being an equal participant in your own luck, rather than merely being a haphazard bystander that's relying on flukes alone.

Luckability is very interesting and it could be fascinating, depending on the perception the reader gets out of it. It is written in a way that motivates a deep soul searching of the present as well of the past, bringing out situations of your past that represent consequences of the present. It seems a religious book and yet it is not, which makes the reading enjoyable and exciting without any feelings of a guilty conscience, because you can be your own judge. This book helps you to know yourself better, even, if you think you already do so. It is a desirable, sensible and valuable investment.

I never thought I was a lucky man, perhaps because I never really thought about luck in much depth. "Luckability", does just that by recognizing how intrinsic luck is in our lives. Through extensive research (historical, cultural and real life examples) Dr. Ben Carlsen explores important aspects of luck, defines two important types of luck, and provides a road map of tools and guidelines to align us with luckier outcomes. Guidelines that in one week are already working for me. I would definitely recommend this book.

Luckability captured my interest! I even started using the term when good things happened. This book is intriguing because of its different slant on the subject of luck. Of course, I thought, why didn't I think of this before.... I can make my own luck! And in retrospect I realized I did. The author uses references, examples and models to support his viewpoint and I liked that. It may be an easy read, but it will make you think!

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