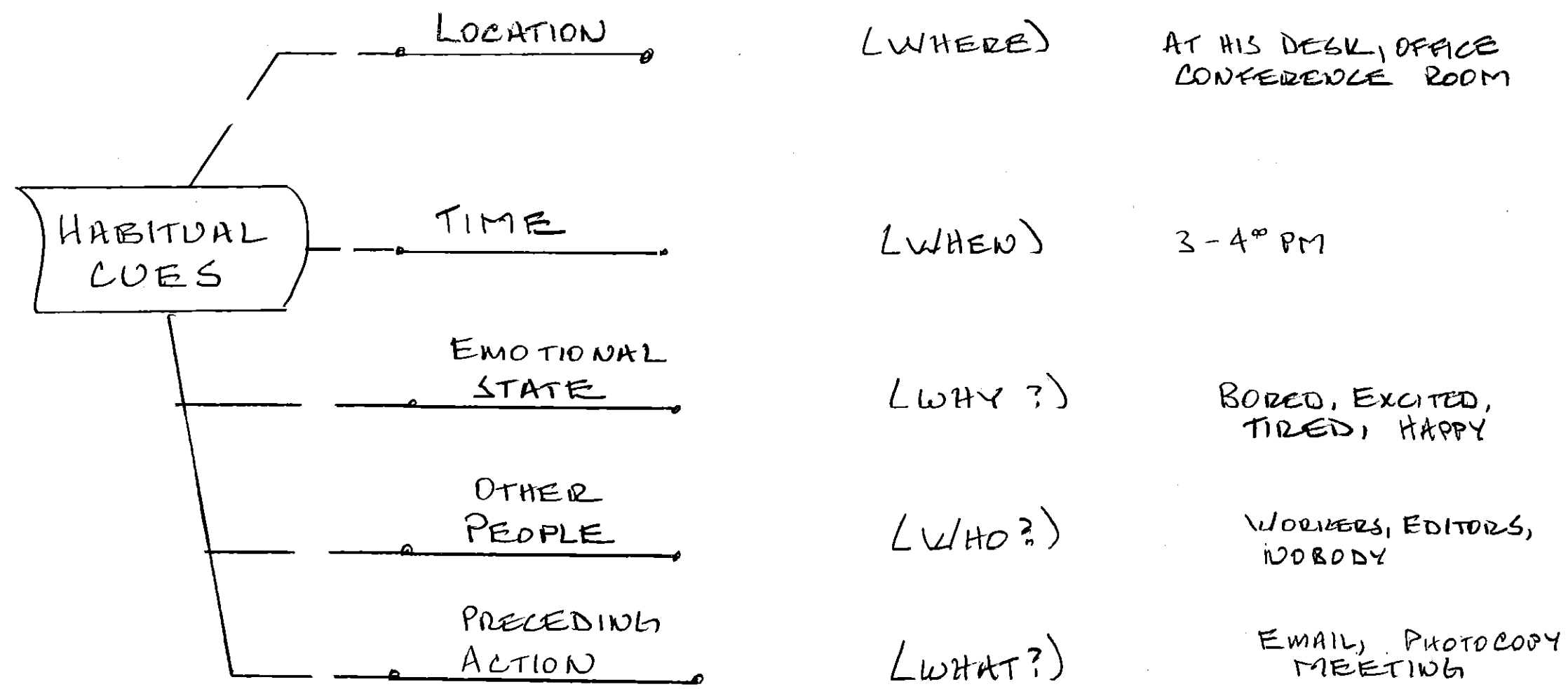
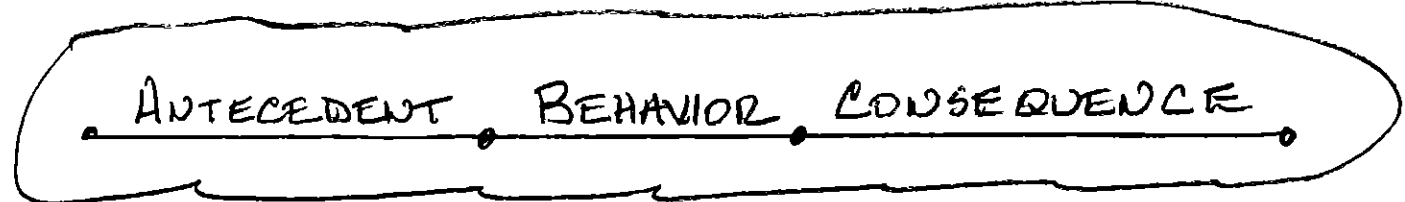


EXCERPT AND EXTRAPOLATION (IN IDEAGRAM FORMAT)

**TITLE: THE POWER OF HABIT
WHY WE DO WHAT WE DO IN LIFE AND BUSINESS**

AUTHOR: CHARLES DUHIGG

WE RECOMMEND ANYBODY TO PURCHASE AND READ THE BOOK !!



? WHAT IF HE WAS MORE INTERESTED IN A COOKIE THAN THE TEMPORARY DISTRACTION?

ALTERNATE REWARDS: TEA, HOT WATER & LEWOW, OTHER ALTERNATE REWARD...