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He weaves together neuroscience findings and personal stories to look closely at how winning (or losing) can physically change the brain and affect the psyche, with long-lasting and self-reinforcing effects. Robertson's take on success and failure is presented in a compelling and engrossing manner.

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The Winner Effect is the business, self-help and neuropsychology book which tells the secrets of winning. Ian H. Robertson is the author of this tremendous book. Did you ever wonder what makes a winner special and unique from others? Why some people get success in their professional and personal life both.

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Ian Robertson is a clinical psychologist and neuroscientist with a unique ability to apply his research to the pressures of everyday life. His previous books, Mind Sculpture, The Mind's Eye and The Winner Effect, have been translated into many languages and he is widely recognised as one of the world's leading researchers in neuropsychology.

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The winner and loser effect is an aggression phenomenon where the winner effect is the increased probability that an animal will win future aggressive interactions after experiencing previous wins, while the loser effect is the increased probability that an animal will lose future aggressive interactions after experiencing previous losses.

## **Winner and loser effects - Wikipedia**

The Winner Effect: The Neuroscience of Success and Failure Ian H. Robertson. St. Martin's/Dunne, \$25.99 (320p) ISBN 978-1-250-00167-2. More By and About This Author. OTHER BOOKS ...

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Hormones and the 'winner effect' Testosterone is a hormone which boosts men's and women's sex drive and makes them more aggressive, and it does so by changing the chemistry of their brains.

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