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The Winner Effect | Psychology Today

The Winner Effect: The Neuroscience of Success and Failure. Ian H. Robertson. What does it really take to be a winner? Neuropsychology expert Ian Robertson seeks answers in his new book. 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.

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The Winner Effect The science of success and how to use it

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His previous books, Mind Sculpture, The Mind's Eyeand 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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