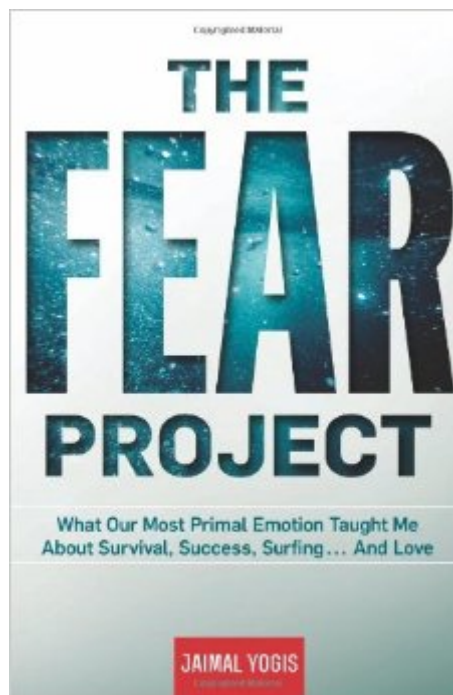


The book was found

The Fear Project: What Our Most Primal Emotion Taught Me About Survival, Success, Surfing . . . And Love



Synopsis

An epic adventure full of incredible characters, death-defying athletic achievement, and bleeding edge science, THE FEAR PROJECT began with one question: how can we overcome our fears to reach our full potential? Who among us has not been paralyzed by fear? In The Fear Project, award-winning journalist and surfer Jaimal Yogis sets out to better understand fear-why does it so often dominate our lives, what makes it tick, and is there even a way to use it to our advantage? In the process, he plunges readers into great white shark-infested waters, brings them along to surf 40+ foot waves in the dead of winter, and gives them access to some of the world's best neuroscience labs, psychologists, and extreme athletes. In this entertaining, often laugh-out-loud narrative, Yogis also treats himself like a guinea pig for all of his research, pushing his own fears repeatedly to the limits-in his sport, in his life, and in love. Ultimately, Yogis shares with his readers the best strategies to emerge triumphant from even the most paralyzing of fears. THE FEAR PROJECT gives readers insight into the following:- How fear evolved in the human brain- How to tell the difference between "good fear" and "bad fear"- How to use the latest neuroscience to transform fear memories- Why fear spreads between us and how to counteract fearful "group think"- How to turn fear into a performance enhancer - athletically and at workIn pursuing this terrifying-and often thrilling-journey with Yogis, we learn how to move through fear and unlock a sense of renewed possibility and a more rewarding life.

Book Information

Hardcover: 272 pages

Publisher: Rodale Books; First Ed 1st Printing edition (January 8, 2013)

Language: English

ISBN-10: 1609611756

ISBN-13: 978-1609611750

Product Dimensions: 5.9 x 1 x 8.6 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (76 customer reviews)

Best Sellers Rank: #302,214 in Books (See Top 100 in Books) #74 in [Books > Sports & Outdoors > Outdoor Recreation > Surfing](#) #100 in [Books > Sports & Outdoors > Extreme Sports](#) #254 in [Books > Sports & Outdoors > Miscellaneous > Sports Psychology](#)

Customer Reviews

Jaimal Yogis' book is a series of stories peppered with research and wonderful insights about

coping with fear. He talks about some truly daunting life situations, but also the life situations many of us find ourselves in -- falling in love, having children, creating art. One of my responding thought processes while reading it was that we **must** venture out, we **must** challenge our comfort zone -- because that's what courage is, and what being human is, and it's how we fuel creativity and diversity and learning and growth. Embracing fear is an art, and this book is a very nice way to start that adventure. He writes: "In almost all primate species -- and we are one -- there is a phenomenon scientists call voluntary dispersal or voluntary transfer. A monkey, usually around adolescence, will leave the safety of his or her clan and family to go and mate with a monkey from another area, a huge risk. The monkey must leave the familiarity and safety of the clan, travel alone, and expose itself to what may be an abusive or dangerous group of monkeys. Romeo seeking Juliet is the prime human example of this, and while the importance of this brazen act is likely to keep us from all dating our cousins, it may be one of the origins of what we call courage." In the next paragraph, he quotes Robert Sapolsky: "...We do know that following this urge is one of the most resonantly primate of acts. [snip] To hell with logic and sensible behavior, to hell with tradition and respecting your elders, to hell with this drab little town, and to hell with that knot of fear in your stomach. Curiosity, excitement, adventure -- the hunger for novelty is something fundamentally daft, rash, and enriching that we share with our whole taxonomic order.

[Download to continue reading...](#)

The Fear Project: What Our Most Primal Emotion Taught Me About Survival, Success, Surfing . . . and Love Survival: Survival Guide: Survival Skills, Survival Tools, & Survival Tactics. Emergency Prepping, & Surviving A Disaster! (First Aid, Survival Skills, Emergency ... Medicine, Bushcraft, Home Defense Book 1) Kook: What Surfing Taught Me About Love, Life, and Catching the Perfect Wave Emotion Efficacy Therapy: A Brief, Exposure-Based Treatment for Emotion Regulation Integrating ACT and DBT Surfing California: A Guide To The Best Breaks And Sup-Friendly Spots On The California Coast (Surfing Series) SURVIVAL MEDICINE: Your Guide to Survival Basics, First Aid and the Most Common Medical Issues Encountered In Survival Situations (Survivalist, Safety, First Aid, Emergency, Survival Skills Book 1) The Primal Blueprint: Reprogram your genes for effortless weight loss, vibrant health, and boundless energy (Primal Blueprint Series) Primal Body, Primal Mind: Beyond the Paleo Diet for Total Health and a Longer Life Switching Teams: What Coming Out Later in Life Taught Me About Love, Conquering Fear and Accepting Change A Comprehensive Guide to Project Management Schedule and Cost Control: Methods and Models for Managing the Project Lifecycle (FT Press Project Management) SURVIVAL: Survival Pantry: A Prepper's Guide to Storing Food and Water (Survival Pantry, Canning and Preserving, Prepper's Pantry, Canning,

Prepping for Survival) The Ultimate Survival Guide for Beginners: The Best Tactics And Tips To Survive Urban And Wilderness Disasters (Survival Guide, Survival for Beginners, Survival books) Paracord: The Ultimate Paracord Projects - Learn How To Use Paracord For Survival (Survival Guide, Bracelet And Survival Kit, Prepper's Survival) Build a Survival Safe Home: The Latest Guide for Building Safe and Warm Wilderness Shelters (Survival Safe Home, Survival shelter, Survival shelter books) Survival Medicine Handbook: Essential Things Every Medicine Kit Needs And First-aid In Case Of Emergency: (Survival Books, Survival Guide, Survivalist, ... (Survival Skills Book, Emergency Medicine) Survival How To Disappear Without a Trace, Find Food, Shelter and Water in Any Wilderness: (Survival Tactics, Survival Navigation) (Prepper Survival, How to Survive in The Forest) Bushcraft Survival Guide: Important Bushcraft Skills To Survive In The Wild: (Bushcraft Outdoor Skills, Bushcraft Carving, Bushcraft Cooking, Bushcraft ... Survival Books, Survival, Survival Books) Survival: DIY Survival Guide - Tactics That Everyone Should Know - Learn How to Survive a Disaster (Survival, Survival Guide, Prepping, SHTF Book 1) Survival Communication: 20 Proven Lessons to Stay In Touch With Your Family When the World Goes Silent: (Prepper's Guid, Survival Guide, Survivalist, Safety, ... Survival Skills Book) (Survival Books) Project Management for Mining: Handbook for Delivering Project Success

[Dmca](#)