



# Addiction: A Disorder of Choice

*Gene M. Heyman*

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# Addiction: A Disorder of Choice

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## **Addiction: A Disorder of Choice** Gene M. Heyman

In a book sure to inspire controversy, Gene Heyman argues that conventional wisdom about addiction - that it is a disease, a compulsion beyond conscious control - is wrong. At the heart of Heyman's analysis is a startling view of choice and motivation that applies to all choices, not just the choice to use drugs. Heyman's analysis of well-established but frequently ignored research leads to unexpected insights into how we make choices - from obesity to McMansionization - all rooted in our deep-seated tendency to consume too much of whatever we like best.

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