Mammals seek dominance because it stimulates their happy chemicals. An appetite for status develops as naturally as the appetite for food and sex. Status hierarchies emerge spontaneously as each individual strives to meet their needs and avoid harm. You would never think this way in words, but your mammal brain uses neurochemicals instead of words. When you understand the private lives of animals, your neurochemical ups and downs make sense. You have inherited the operating system that helped mammals thrive for millions of years. Nothing is wrong with us. We are mammals. You may say you're "against status." But if you filled a room with people who said they were anti-status, a hierarchy would soon form based on how anti-status they are. That's what mammals do. Our neurochemical ups and downs make sense when you look at the private lives of animals. The field notes of a primatologist are eerily similar to the lyrics of a country western song. A biology textbook resembles a soap opera script. The mammal brain cannot put its reactions into words, so the human cortex struggles to make sense of the limbic system it's attached to. We can finally make sense of our hybrid brain thanks to an accumulation of research in animal science and neuroscience. The frustrations of social hierarchies are not caused by "our society." We are simply heirs to the brain that helped mammals thrive for two hundred million years. It's not easy being human with a mammalian operating system. But when you understand the neurochemistry of mammals, you can stop focusing on our flaws and simply celebrate how well we do with the mental equipment we've got. Mammals live in groups for protection from predators, but group life can be frustrating. Some herd mates always seem to get the best mating opportunities and foraging spots. The mammal brain evolved to handle this. It releases stress chemicals when a mammal needs to hold back to avoid conflict. And it emits happy chemicals - serotonin, dopamine, oxytocin and endorphins, when a mammal needs to forge ahead and meet its needs.

Habits of a Happy Brain - Retrain Your Brain to Boost Your Serotonin, Dopamine, Oxytocin, & Endorphin Levels

Offers simple activities that help you understand the roles of your "happy chemicals" - serotonin, dopamine, oxytocin, and endorphins. You'll also learn how to build new habits by rerouting the electricity in your brain to flow down a new pathway, making it even easier to trigger these happy chemicals and increase feelings of satisfaction when you need them most.

Tame Your Anxiety - Rewiring Your Brain for Happiness

Anxiety is natural. Calm is learned. If you didn't learn yesterday, you can learn today. It's not easy, of course. Once your natural alarm system is triggered, it's hard to find the off switch. Indeed, you don't have an off switch until you build one. Tame Your Anxiety shows you how.
Readers learn about the brain chemicals that make us feel threatened and the chemicals that make us feel safe. You'll see how your brain turns on these chemicals with neural pathways built from past experience, and, most important, you discover your power to build new pathways, to enjoy more happy chemicals, and reduce threat chemicals. This book does not tell you to imagine yourself on a tropical beach. That’s the last thing you want when you feel like a lion is chasing you. Instead, you will learn to ask your inner mammal what it wants and how you can get it. Each time you step toward meeting a survival need, you build the neural pathways that expect your needs to be met. You don’t have to wait for a perfect world to feel good. You can feel good right now. The exercises in this book help you build a self-soothing circuit in steps so small that anyone can do it. Once you learn how it’s done, and how it can help ease your anxiety, you will learn how to handle situations in which you feel threatened or anxious. Understanding the underlying mechanisms will help you stop them before they get ahead of you.

**The Science of Positivity - Stop Negative Thought Patterns by Changing Your Brain Chemistry**

Learn the scientific benefits of positivism! Sometimes it's easiest to look for the worst in every situation--our brains have evolved to scan for problems in order to help avoid them. But you can transcend this natural negativity--if you know how. The Science of Positivity teaches you how cynical thought habits are formed, and how you can rewire yourself to go beyond them. Neurochemical expert Loretta Graziano Breuning, PhD, empowers you to transcend negativity by creating new thought habits. You'll learn simple, practical actions you can take to shift your thinking to a way that causes your brain to reward optimism with the release of happy chemicals. You can even permanently replace cynical thought patterns with realistic and optimistic thoughts. In just minutes a day for six weeks, you will build new pathways to see the world in new ways. Frustration is an inevitable part of life, but rather than using cynicism to manage frustration, you can rewire your brain to get beyond it.

**Meet Your Happy Chemicals - Dopamine, Endorphin, Oxytocin, Serotonin**

The "happy chemicals" are controlled by tiny brain structures that all mammals have in common. Your brain rewards you with good feelings when you do something good for your survival. But we struggle to make sense of our neurochemical ups and downs, and can trigger vicious cycles such as alcohol, junk food, risk-taking. Learn how to make real-world choices that will help you break the cycles.

**14 Days to Sustainable Happiness - A Workbook for Every Brain**

You have power over your emotions, but it's limited, so you need to understand it. Here is a simple explanation of the chemicals that make us feel good: dopamine, serotonin, oxytocin, and endorphin. You'll find out what turns them on in animals, and how you manage them with the animal part of your brain. Then you'll learn to rewire your happy chemicals by feeding your brain new inputs in a new way. We'll do the same for the unhappy chemical, cortisol, too. It's a step-by-
step method with no jargon, based on the work of the Inner Mammal Institute. A more complete presentation of the science is in the companion book, Habits of a Happy Brain: Retrain your brain to boost your serotonin, dopamine, oxytocin and endorphin levels. With one lesson a day for fourteen days, you will discover your power over your happy brain chemicals. This is not a checklist of activities. It's a guide to the way your brain got wired long ago, and the way to add on new wiring. We humans get wired by early experience, so we all need updates. You can learn to blaze a new trail through your jungle of neurons to reach your happy chemicals in natural, healthy ways. Realistic expectations are the key. Our happy chemicals are not designed to flow all the time for no reason. They evolved to reward you for taking a step that meets your needs. Our brain defines "needs" in a quirky way, alas. You will learn about these quirks so you can design realistic steps toward your happy chemicals. You cannot rewire your whole brain in 14 days. You can build one new neural pathway at a time. You will learn to target the new pathway you want and the steps that will build it. It will build with repetition, so you will flow there as smoothly as you now flow into your old happy-chemical pathways. You can replace an unsustainable habit with a new habit designed by you. You'll be glad you did!

**Status Games - Why We Play and How to Stop**

Rewire your brain to avoid the trap of comparison and status-seeking to achieve more contentment and satisfaction from life. People care about status despite their best intentions because our brains are inherited from animals who cared about status. The survival value of status in the state of nature helps us understand our intense emotions about status today. Beneath your verbal brain, you have the brain common to all mammals. It rewards you with pleasure hormones when you see yourself in a position of strength, and it alarms you with stress hormones when you see yourself in a position of weakness. But constant striving for status can be anxiety-provoking and joy-stealing. Nothing feels like enough to our mammal brain. It releases those stress chemicals when you think others are ahead of you. Here, Loretta Breuning shines a light on the brain processes that encourage us to seek higher status. She teaches us how to rewire those connections for more contentment and less stress. No more worrying about keeping up with the Joneses. Your new way of thinking will blaze new trails to your happy hormones and you will RELAX.

**Greaseless - How to Thrive Without Bribes in Developing Countries**

Bribery is not a harmless tradition. It undermines a country's economy and puts all participants at risk. Smart business managers and international travelers know how to respect the culture while remaining on the safe side of the law. Here's how to make integrity work for you.

**Happy Brain - Boost Your Dopamine, Serotonin, Oxytocin & Other Neurotransmitters Naturally, Improve Your Focus and Brain Functions**

Understand and improve your brain functions, become a happier person tomorrow! Your brain is the most complex organ in your body, and arguably the most important. Can you afford to have a brain that is not performing to the best of its ability in this modern age of information? Did you
know that there are a lot of chemicals being produced in our brains that directly influence the way we feel and how we experience emotions? What if you knew ways to increase various neurotransmitters responsible for feeling happier, more at ease, more content, more motivated, and more aroused? Don't you think you would feel better on a day-to-day basis if you actively knew how to influence your natural balance? The book explains what neurotransmitters are, what they do, how to recognize a shortage and how to increase their natural balance in our brains for a happier life. We explain you in an understandable way what you can do to improve your overall brain functioning and your emotional state. Your benefits from reading this book and following the suggestions are: Feeling better on a day-to-day basis, Feeling relieved of stress, An improved state of well-being, Increased focus and motivation, More in touch with your surroundings, Increased feelings of affection, Decreased negative feelings such as depression and worry, Feeling more content with what you do, Improve your overall brain functioning, And much more. The majority of people go on with their day-to-day lifestyle and feel helpless towards their feelings. In this book, we take a look at the components that directly influence the way we feel and act. Remember that if you keep doing what you always have been doing, you will get the same results as you have gotten before. Getting informed on your most valuable instrument, the brain, is always a very healthy and conscious thing to consider.

Status Games Why We Play and H

People care about status despite their best intentions because our brains are wired this way. But playing status games can be stressful, anxiety-provoking, and joy-stealing. Learn to rewire your brain to replace the trap of social comparison with joy of self-confidence.