



# Информационен резонанс на книгата „Атомни навици“ от Джеймс Клиър

## Информационен мониторинг и библиометричен анализ (2018-2023)

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### Увод

Обект на настоящото проучване е книгата „Атомни навици“, написана от Джеймс Клиър. Мотивите за избор на обекта са противоречивите коментари, отзиви и критики за книгата, както и вдъхновената от нея театрална постановка и големия интерес, който тя получава.

**Целта** на настоящото проучване е да се открият доказателства, че книгата „Атомни навици“ на Джеймс Клиър се е осъществила като медия.

**Задачите**, посредством които ще се изпълни целта, са: първо, да се намерят и представят различните форми на информационен резонанс на книгата във всяка от осемте фази на алгоритъма за информационно търсене на информационен резонанс на книга; второ, получените резултати да бъдат обобщени и визуализирани чрез диаграми; трето, да бъде направена рекапитулация на резултатите чрез количествено обобщение и четвърто, да се направи финален извод като се отговори на въпроса „Осъществила ли се е книгата „Атомни навици“ като медия?“.

**Методиката**, която ще бъде използвана в настоящето проучване, включва информационно търсене, информационен мониторинг и библиометричен анализ. За извършването на библиометричен анализ ще бъде използван инструментът „Алгоритъм за информационно търсене на информационния резонанс на книга в 8 фази”, разработен от М. Цветкова.<sup>1</sup>

**Обхватът** на проучване включва всички формати на книгата - двата отделни тома и пълното издание на книгата. За информационния мониторинг ще бъдат използвани всички български и чуждестранни канали, които могат да дадат информационен резонанс на книгата. При проучване на симултанни онлайн практики и пряка обратна връзка няма да има ограничения в езика и изданията на книгата.

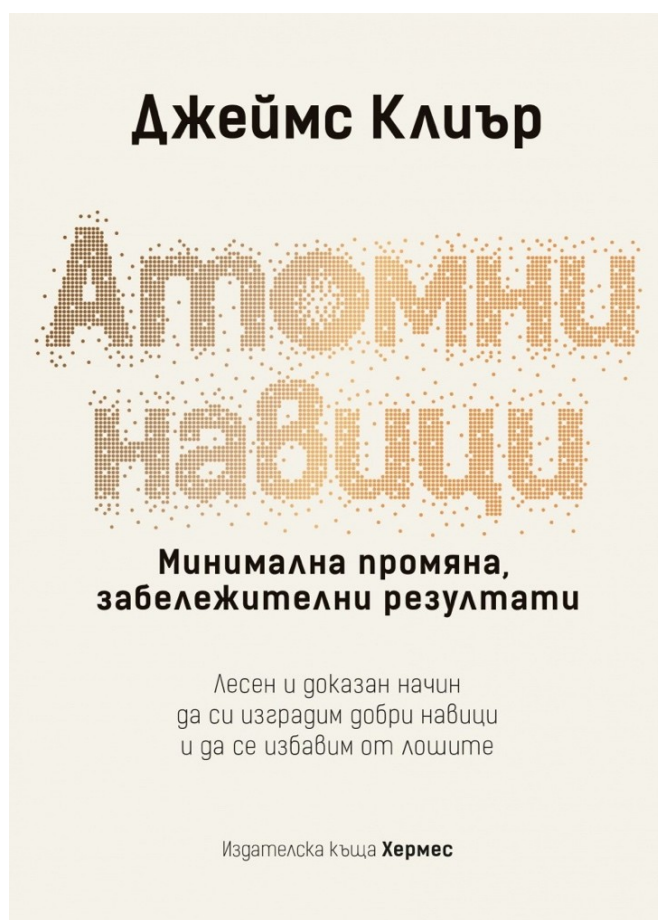
Информационния мониторинг ще обхване периода от 2018 г. до юни 2023 г.

#### Обект на информационен мониторинг:

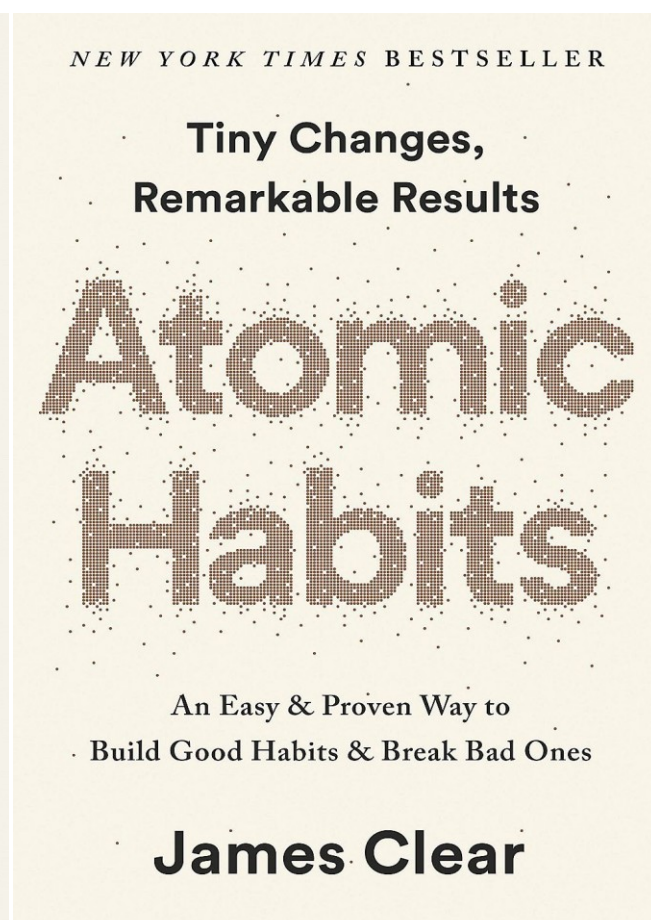
<b>Author:</b>	James Clear
<b>Title:</b>	Atomic habits: tiny changes, remarkable results : an easy & proven way to build good habits & break bad ones
<b>Publisher:</b>	Avery, an imprint of Penguin Random House, New York, New York, 2018
<b>Edition/Form at:</b>	Print book: Nonfiction
<b>Subjects:</b>	Self Help Psychology Personal Development Productivity Business
<b>Genre/Form:</b>	Nonfiction
<b>Document Type:</b>	Book
<b>All Authors / Contributors :</b>	James Clear
<b>ISBN:</b>	9780735211292, 0735211299
<b>OCLC Number:</b>	1055766559
<b>Physical description</b>	ix, 306 pages : illustrations ; 24 cm

<sup>1</sup> Tsvetkova, Milena. Reading as Communication Echo: Scientific Model of the Reader's Feedback Research. Saarbrücken, Germany: Lambert Academic Publishing, 2017. 120 p. Available at SSRN: <https://ssrn.com/abstract=3204060>

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Избор. 1. Корица на българското издание



Избор. 2. Корица на оригиналното издание

Информационно-резонансното (медийно-рефлексивното) поле на книгата „Атомни навици“ - реакциите на читателите ѝ във вид на обратна връзка, ще бъде проследено чрез информационен мониторинг по 8 основни фази:

I. Симултанни онлайн практики и директна обратна връзка (с автора);

II. Номинална (формална) обработка - библиографско описание, преиздание;

III. Редукция (аналитико-синтетична обработка) на съдържанието - класифициране, предметизиране (извеждане на ключови думи); анонси, анотации, резюме, реферат; съкратени версии на книгата;

IV. Репродукция (деривация) - цитиране, перифразиране, ремиксиране, фен творчество (фенфикшън), преводи;

V. Текуща (оперативна) критика - ревю (преглед); търговски и читателски класации;

VI. Експертна (научна) критика - професионални награди; изследвания и интерпретации;

VII. Медиаморфози (медийни репрезентации, продължения, трансакции, транскодиране, трансмутации, конвертиране на книгата в друг медиен формат) - екранизиране на книгата, поставяне на сцена като театрална постановка и други практики, форми и изкуства, появили се в следствие на прочита на книгата;

VIII. Историзация (меморизация и митологизация).

## Фаза 1. Симултанни онлайн практики и пряка обратна връзка

В тази фаза ще бъдат търсени коментари за книгата „Атомни“ на Джеймс Клиър в социалните мрежи *Goodreads* и *Library Thing*. В *Goodreads* ще се търсят само коментари с текст без ограничение в езика. За коментарите в *Library Thing* няма ограничения в търсенето. Ще бъдат търсени коментари за книгата „Атомни навици“ на Джеймс Клиър в онлайн книжарниците „Хеликон“ (*Helikon*), „Сиела“ (*Ciela*), „Озон“ (*ozone.bg*) и *Store.bg*. Периодът на търсене е 2018 - юни 2023 г.

### 1.1. Коментари в социални мрежи

Ще бъдат отразени коментарите в социалната мрежа *Goodreads* и *Library Thing*. Коментарите са разделени спрямо изданието, което е коментирано и в хронологичен ред.

#### Коментари в Goodreads:

- Atomic habits. In: Goodreads, 2018. Available from: [https://www.goodreads.com/book/show/40121378-atomic-habits?ac=1&from\\_search=true&qid=iT0ng2XJkK&rank=1](https://www.goodreads.com/book/show/40121378-atomic-habits?ac=1&from_search=true&qid=iT0ng2XJkK&rank=1) [04.06.2023]

“I received this book as a Goodreads giveaway yesterday and immediately settled down to read it. I am always very skeptical of self help books because they often do not get to the root of issues. This one did. James Clear's main arguments are that habits are the compound interest of self improvement and that your identity emerges out of your habits. So, you must experience a shift in identity for your habits to hold. This made a lot of sense to me, but I do think that Clear should have addressed deeper emotional issues and gave readers resources so as not to mislead them into believing that they can change their identity by action (repeating new habits) alone.”; Kaytlin. - In: Goodreads, 21.08.2018. Available from: <https://www.goodreads.com/review/show/2469136286> [04.06.2023]

“A life changing book. I was lucky to get an advanced copy. James gives great advice on how to build good habits and how to break bad ones. He gives very interesting real life examples and charts that explain his points in an entertaining way. Each chapter has a summary and there is an overall summary of the key principles (laws). I highly recommend this book.”; Scott Barngrover. - In: Goodreads, 10.10.2018. Available from: <https://www.goodreads.com/review/show/2557940420> [04.06.2023]

“I was able to get an advance copy of Atomic Habits and I'm really glad I did! I haven't enjoyed a book about habits this much since *The Power of Habit* (one of my favorites). I feel like Atomic Habits is sort of the perfect continuation of the idea, looking at some of the ways to create and modify good habits after you understand some of the psychology of how habits begin and work. So if you've read *The Power of Habit*, you'll probably love this one too.

I'm a fan of James' blog anyway, but I got so much out of Atomic Habits, I took a few pages of notes. Some of the lessons I already know have changed the way I think about things and will help me build healthy habits for the rest of my life.

The book was well organized and had just the right combination of science, practical advice, and personal stories. I know Atomic Habits is a book I'm going to come back to, and I'm sure I'll pick up more with each subsequent reading.”; Liz. - In: Goodreads, 16.10.2018. Available from: <https://www.goodreads.com/review/show/2563543645> [04.06.2023]

“8/10. Atomic Habits is a useful book. It’s a practical guide to identifying and changing your habits. It’s something you can actually put into practice in your life. I think that all of the concepts in the book are good and useful to know but some of the action points I think are slightly oversimplified. If you take the action points in some chapters and modify them to your specific situation you can still apply most of them but you do have to do some critical thinking with the material. I like that the book is simple and straightforward. James Clear doesn’t bog you down with a lot of conceptual material. He starts each chapter with an example (some are better than others), gives you the concept plainly, and then gives you concrete actions to apply the concept in real life. It’s a nice formula. Each chapter is roughly 15-20min. This book is worth reading. It’s easy to apply the knowledge and action steps. Even if it doesn’t completely change your behavior, it will make you more aware of yourself. It provides a good lens that you can use to view yourself and others. I would recommend it to anyone who is trying to really set an airtight routine. If you follow the book you can definitely make something a habit. I’m a fan of James Clear. I have read his newsletter for about 2yrs now. His newsletter is one of the best I’ve read because it’s interesting and well researched and always has some take away for me. His book is really an expansion on a lot of things he’s covered in his newsletter. There are some chapters that I was already very familiar with because I had read his previous material on it. This doesn’t detract from the book. He expands on most things he’s written about before. The book is laid out like a road map and builds upon itself, which is something you don’t really get from the newsletter. The intro is pretty graphic. It’s about a personal injury the author has faced. I recommend being prepared for that. Once you get through that it’s all good.”; Stephen Lubin. - In: Goodreads, 16.10.2018. Available from: <https://www.goodreads.com/review/show/2529391922> [04.06.2023]

“An outstanding book. It’s one thing to know how habits work, and something completely different putting that knowledge to work. How to make that knowledge work was exactly what I found in this book. I now understand why my best efforts in the past to change habits have worked for a short time, with a huge expenditure of willpower, only to see them quickly fade. Clear walks you through every step, with science-backed facts, on how habits work and to how you can work your habits. And make them stick.

Although the book is science-backed, I was surprised at how compulsively readable it was. At no time was there a grunt or groan while trying to grasp these concepts. The writing style is friendly, warm, and at times humorous. I also felt that Clear was right there working his way through his own habit changes with me. That’s a pretty good feeling. It was a refreshing break from feeling that the author was belittling me for not living up to their stellar standards.

I’m an avid reader of his blog and thought this might be a re-hash of everything I’ve already read. That isn’t at all the case. There is new information here as well as his unique perspective and formation of new concepts. Clear walks the reader through those

steps and leaves nothing to guesswork.

My main concern was that this book might be interesting but have nothing to offer for those of us with low self-esteem or a general lack of motivation. He covers those beautifully. The process for low self-esteem is to put one foot in front of the other, one small step at a time, focus on the process, and meet the you you've always wanted to be. As far as motivation goes, he unpacks that and shows that we've been putting the cart in front of the horse for far too long.

The section on identity was a game changer. When I read the chapter heading, I immediately felt resistance. Hasn't the whole idea been to discover our identity? To uncover our passions and be true to ourselves? It took a bit of reading, maybe a page or two, before it all clicked into place and the Ah-ha! moment hit. I've used his techniques for a few days, both focusing on the process and choosing my identity. The results have been stunning. Without feeling deprivation or a struggle, some very old and deeply ingrained habits took a small turn, something I didn't think was possible.

I don't want to give the impression that this book is a magic wand that will change everything you ever wanted to change by simply fanning yourself with the pages. There is work to be done, patience to cultivate, disappointments to be dealt with along the way, and persistence called for. Perhaps that's what I like most about this book. It doesn't present itself as a magic potion. Even the least desperate of us would like that to appear, and there have been many who have fed off this very human desire. Clear has the integrity to resist that temptation.

I would strongly recommend this book to anyone looking to make changes in their habits, big and small, as well as people who feel that something unnamable is missing from their lives. Clear will not disappoint.”; Cyd Madsen. - In: Goodreads, 18.10.2018. Available from: <https://www.goodreads.com/review/show/2563601208> [04.06.2023]

“I've been following James' work for a long time, so when he announced that he was launching a book it was an instant "yes" from me. There are several reasons for this:  
 1.) James has given me so much FREE value over the years that buying a copy was the least I could do to repay him.  
 2.) James ALWAYS backs up his guidance with science and/or personal experience. He doesn't write shallow material around mindset or perspectives, he delivers actionable advice that is backed by hard evidence.  
 3.) He never, ever fails to tell you how you can apply something in YOUR life and what YOU stand to gain from implementing the practice. So many content creators talk about what something did for THEM, but James focuses on the opportunity that exists for YOU and YOUR LIFE/CAREER.

In fact, I was so excited for Atomic Habits that I signed up to receive early access to the audio version because I wasn't interested in waiting for my print copy. I devoured the audiobook in just a few days and started implementing James' advice within a week. The hard copy will be something that immediately goes on the shelf in my office and is revisited regularly when I fall off track or need to center myself. If you want to pursue ambitious goals, but are struggling to stay on track because the journey is long and arduous, the systems that James covers in his book (and the dozens, if not hundreds, of FREE articles on his site) are just what you need to stay the course.

I couldn't possibly give a stronger recommendation for James, his work, and Atomic Habits. If you're still reading this, stop now, scroll up, and buy the thing already!"; James Sower. - In: Goodreads, 19.10.2018. Available from: <https://www.goodreads.com/review/show/2567082480> [04.06.2023]

"I bumped into this book though a tweet from Tim Urban said:" no one is better at explaining habits than James Clear", and it is! This is a perfect Applied-habits changing book for every one, who want to break bad habits and create a good one step by step and examples. He shows an incredible writing skills - very practical, easy to understand and convincible. Highly recommend for someone who struggling with habits."; Nam Hoang. - In: Goodreads, 23.10.2018. Available from: <https://www.goodreads.com/review/show/2500742973> [04.06.2023]

"Make cues obvious, cravings attractive, responses easy, and rewards satisfying. This easy read complements Switch, by the Heath Brothers. Recommended by Cal Newport. Very well-organized, but they took the easy way out with the end notes (i.e., there are no superscripts in the main book) so the reader has to do more page flipping to catch them all."; John Crippen. - In: Goodreads, 03.11.2018. Available from: <https://www.goodreads.com/review/show/2582381331> [04.06.2023]

"Atomic Habits is a great book to read this time of year as the majority of us start thinking about goals we want to achieve in 2019, actions we want to take and, of course, habits we want to form or break. James Clear simplifies the mystery of habit change and gives us a framework to make the process doable. Overall, I found this to be a good kick in the butt before the new year.

I've done quite a bit of reading on habits, but I always love to hear a fresh take and grab new tricks and ideas. So how does Clear's work stack up against other writers on the topic, like Charles Duhigg or Gretchen Rubin?

Be aware that Clear's book is meant to be universal. It does not niche down or distinguish between personality types, which I think has a lot to do with how we behave in our habits, but I still think his universal consensus is an important read. Clear helps us understand how habits work by giving the science and structure on the 4 stages that happen in every habit (no matter who you are or what your habit is). Thus, his action steps to make or break habits are also meant to be universal.

However, not everyone behaves the same. People's minds and personalities may work differently - for example, tracking habits in some areas is a big trigger for me that leads to a downward spiral. But I'd recommend starting here to learn how habits work and give Clear's framework a solid try. Be aware of what works for you and what doesn't, then I'd go a bit deeper and read The Four Tendencies by Gretchen Rubin. That book may help you see why you might form the habits you do and why you can break some habits and not others.

Bottom line: I think Atomic Habits is a really good place to start learning about habits, and I found the information and analogies to be incredibly helpful. I recommend following Clear's work, and you can check out excerpts from his book on his website to get a taste before you really dive in. But remember if you still have trouble breaking some habits, you may need to try some other resources to understand your personality



type.”; Michelle Barichello. - In: Goodreads, 30.11.2018. Available from: <https://www.goodreads.com/review/show/2610753077> [04.06.2023]

“4.5\*

I found this book to be extremely helpful, even on the first day that I started reading it. I immediately changed the way I think about myself (organized and productive vs. unorganized and lazy) and created a plan to change my morning habits. It was much easier to do than I imagined. Mostly, I think it is because I wanted the change. I don't think there are any ideas in this book that I've never considered or didn't try BUT it was the presentation of ideas and the explanation of why we act the way we do (e.g., the cues and rewards) that were most helpful. The specific bad habits that I can relate to (most importantly) include time spent on social media and watching TV (even just having it on in the background). I already have lots of good habits but I like the author's idea of habit stacking (building on those habits). I had not thought of it that way, even though I do it. I am more likely now to consciously (with a plan) habit-stack, to incorporate the good habits I want to form.

The author has presented practical solutions to addressing different behaviors. Some are more draconian than I need but by telling myself I will resort to those measures, that alone is already changing my behavior. (E.g., I do not want to delete my GR app from my phone!) I've had 2 successful days at changing my morning routine and I feel really good! I have other areas to work on but, for me, that is the most important time of the day and a great start. Thank you James Clear for writing this book! I feel like it was the push that I needed. I don't know where I heard about this book but I requested my library to purchase it, which they did! So, I also thank the Albuquerque Library System for adding this book to their on-line collection.”; Pam. - In: Goodreads, 04.12.2018. Available from: <https://www.goodreads.com/review/show/2563895228> [04.06.2023]

“The book was a fine book. It had lots of good examples and mainly focused on one idea really well. His theory is great and the explanation of it was very good, but there was one problem. I felt some parts of the book there were tons of examples and diagrams, but then others kind of bored me out but was still able to read. That's why I gave it a four star, not a five star.”; Joshua Wang. - In: Goodreads, 06.12.2018. Available from: <https://www.goodreads.com/review/show/2618219059> [04.06.2023]

“This is a really well done and interesting synthesis of habit and motivation research and how to apply it to your life. One of my absolutely favourite topics to learn about! I will say a lot of these ideas aren't too new if you've done reading in this area (Charles Duhigg's Power of Habit comes to mind among others) but it was still a well-written refresher on the topic and I definitely came away with some helpful advice. And if you're newer to this topic this is an amazing resource!”; Victoria Hirsche. - In: Goodreads, 11.12.2018. Available from: <https://www.goodreads.com/review/show/2613123533> [04.06.2023]

“This was an exemplary book! James Clear did an excellent job, not just in the content of the book, but also in how he structured it so it can be easily used as a resource that the reader can return to when they want to "jumpstart" any issues they are having with developing habits in their lives. I walked away with several actionable changes I can make to how I approach my habit systems. This book discusses identity, essential components of the habit loop, and how to "hack" the loop to more readily build new habits or break habits you no longer want to have. It was well organized and researched and flowed much like a book-long TED Talk. One of the best parts of this

book is that great care was taken to provide Chapter Summary notes at the end of each chapter and a thorough index. It was clearly developed to not be just an interesting read, but a resource that can be used continually. I'm looking forward to making changes in my life and using this book as my guide. I read the book as an ebook, but I am actually considering purchasing the hardback copy so that I can have it to physically flip through. I highly recommend this to anyone looking to make changes in their lives!"; Elysa. - In: Goodreads, 24.12.2018. Available from: <https://www.goodreads.com/review/show/2637492456> [04.06.2023]

“What a great book to start off the New Year! I immediately starting incorporating some of the tactics mentioned in this book; at first glance this may seem like common sense guidebook to changing behavior but I found the simple approach easy to understand and even more importantly easy to implement. I will most likely pick up this book many more times when looking for inspiration to improve my habits! Like Yoga, incorporating positive habits is constant journey not ultimate destination.”; Adrienne. - In: Goodreads, 04.01.2019. Available from: <https://www.goodreads.com/review/show/2558975960> [04.06.2023]

“Building on the work done by BJ Fogg and Charles Duhigg, this is an excellent and practical summary of habit formation and how to positively 'nudge' your personal behaviour. No huge surprises if you're a fan of his website, but I only say that as a compliment. He adds some fascinating, occasionally familiar stories and cuts to the chase quickly with practical takeaways.

My only minor criticism is that sometimes his opening story does not tie easily into the main point he makes later, but that is a minor point.”; Arun. - In: Goodreads, 09.01.2019. Available from: <https://www.goodreads.com/review/show/2665700810> [04.06.2023]

“This is one of my favorite book. There are other books out there about habit building. If you want quick and simple read this book is for you. Narrowing down to simple and building powerful habits can change your personality. This book can be a great reference on how to do it.”; Alam Mahmood. - In: Goodreads, 21.01.2019. Available from: <https://www.goodreads.com/review/show/2631660335> [04.06.2023]

“Fantastic book. Author clearly knows his stuff and has researched extensively. Some may criticise that a lot of the material is on his website. However having it packaged in one place provides a flow that is missing on the internet. I will likely need a second read to digest it all.”; Mark. - In: Goodreads, 02.02.2019. Available from: <https://www.goodreads.com/review/show/2666984784> [04.06.2023]

“This book is short and sweet, and packs a punch. A lot of it will probably be familiar from different articles, books etc, but the author does an excellent job at tying it all together in a neat checklist kind of way. If this won't get you to improve on habits, you don't have a knowledge, but an implementation problem.”; Kair Käsper. - In: Goodreads, 05.02.2019. Available from: <https://www.goodreads.com/review/show/2660136762> [04.06.2023]

“Un énième livre sur le développement des habitudes, mais qui malheureusement pêche justement en étant l'énième. Je m'attendais à un vrai découpage plus orienté outil, peut être à de l'aide à la mise en place de la méthode Kaizen ou autre, mais finalement ce livre n'apporte pas grand chose de vraiment neuf dans le développement des habitudes etc. On revient sur les même tropes : se rendre "accountable", bien doser la difficulté, respecter les répétitions etc. De plus le livre paraît extrêmement long pour

le sujet qu'il traite pour au final peu d'intérêt. Dommage, il avait pourtant un bon potentiel.”; Simon Vandereecken. - In: Goodreads, 06.02.2019. Available from: <https://www.goodreads.com/review/show/2673069929> [04.06.2023]

“Great book containing ideas that we are all aware of but need to hear and act upon. The author tells interesting and relevant stories while mixing in some research on the topic. There are occasional unusual tips and tricks for habit formation and continuity. The system is quite rigid and similar to the one found in "The Power of Habit". I was not particularly happy about the constant links to his website but that might have been due to the Audiobook version I was using. Strong recommendation for anyone!”; Martin. - In: Goodreads, 09.02.2019. Available from: <https://www.goodreads.com/review/show/2688407325> [04.06.2023]

“Very interesting book on how to build sustainable habits. It explains a lot of aspects of human behaviour. Some of the things I already knew, but I previously made research on the topic. Good self development book overall ! If you want to build a routine, this will help a lot.”; Lou. - In: Goodreads, 09.02.2019. Available from: <https://www.goodreads.com/review/show/2699276120> [04.06.2023]

“If you are going to read one book on habits, this is it! I've read several books about building habits and I didn't expect there would be anything new here. Surprisingly, there were some new ideas and also a great recap of many of the concepts I've read before. James Clear understands that we are not one size fits all and gives us lots of different techniques to apply to build (or break) your own habits. He also interjects some personal stories and anecdotes to keep it interesting. Very easy and fun to read!”; Christi. - In: Goodreads, 13.02.2019. Available from: <https://www.goodreads.com/review/show/2690381857> [04.06.2023]

“This was a quick an insightful book on a subject I've read little about. I learned many tricks to improve the way I live my life and try to accomplish goals. The author does reference Duhigg's "The Power of Habit" several times, which made me think I should have read that first. I'm sure I will at some point now.”; Regina. - In: Goodreads, 24.03.2019. Available from: <https://www.goodreads.com/review/show/2762050056> [04.06.2023]

“I have to give it to this book it helped me start a habit of working out on my lunch break by assigning a reasonable time that I would actually do it. However, a lot of this information could have been condensed into a much shorter work. There was a lot of rehashing in this book and repeating of ideas.”; Cassandra Kay Silvia. - In: Goodreads, 12.04.2019. Available from: <https://www.goodreads.com/review/show/2784421006> [04.06.2023]

„Атомни навици“ е образцов пример за полезно четиво. Джеймс Клиър представя стегнато, подредено и увлекателно науката за навиците, разбива някои разпространени митове за мотивацията, показва ни как действително работи мозъкът ни, опре ли до вършене на задачи, и предлага куп конкретни съвети и практики, чрез които да подобрим продуктивността си в която и да било сфера - спорт, работа, творчество и т.н. Нищо не звучи като изсмукано от пръстите, а разнообразните примери и историите на Клиър за собствените му прекеждия по пътя към изграждането на добри навици окуражават читателя, че и той може да се справи и да преодолее себе си.”; Gabriela Kozhuharova. - In: Goodreads, 14.07.2019. Available from: <https://www.goodreads.com/review/show/2895458650> [04.06.2023]

“Atomic Habits is an engaging , lucid and detailed manual to changing your current life. By stating simple facts , relying on experiments , success stories and findings , the author has come up with a step by step plan to replace negative habits with positive ones. The best part? This book is not preachy or heavily worded in any way . It provides a clear path by letting the reader take stock of their own progress and set goals at their own pace , all the while providing reality checks as well as encouragement ideas. Definitely one of the best books in this genre and highly effective for anyone who wants to increase their productivity in general or is stuck in a rut and looking towards a more streamlined way of living.”; Jashan. - In: Goodreads, 12.10.2019. Available from: <https://www.goodreads.com/review/show/2816957880> [04.06.2023]

“I liked this book much better than The Power of Habit. It is full of practical strategies to build new habits and change old ones, categorized in a very organized way. I listened to the audio book, about 5 hours, which was just the right amount of time to convey the information in my opinion. I didn't feel like there's much repetition. There was enough useful information in the book to fill the 5 hours.”; Sadaj Matinkoo. - In: Goodreads, 19.12.2019. Available from: <https://www.goodreads.com/review/show/2866232779> [04.06.2023]

“Il est difficile de se débarrasser de mauvaises habitudes qui nous collent à la peau depuis le début de notre vie adulte. Avec "Atomic Habits", on réalise avec plus d'acuité ce que l'on sait déjà; "Se récompenser avec 2 bières après 2 hrs d'entraînement n'améliore en rien la récupération et une bonne réhydratation, "Sauter une séance de vélo parce qu'on n'est pas motivé, ça passe, mais jamais 2 jours d'affilée ", "Négliger les étirements et le rouleau, passer outre les séances de musculation, etc., etc., etc. Comme athlète amateur, on le sait, mais on continue de garder, année après année, nos mauvaises habitudes. Atomic Habits renforce de façon différente notre volonté de s'améliorer en changeant tranquillement, 1% à la fois, nos habitudes, si évidemment telle est notre volonté. Complément idéal au livre "The Brave Athlete: Calm de f\*ch down and rise to the occasion", le livre de James Clear sera réécouté sur une base régulière. J'en ferai une habitude.”; Pierre Fortier. - In: Goodreads, 23.12.2019. Available from: <https://www.goodreads.com/review/show/2794123107> [04.06.2023]

“I love how actionable the advice in this book is. There's no fluff -- just straight up information about habits. The psychological, scientific, and anecdotal evidence presented is great. I also love the chapter summaries -- great teaching tool! That being said, the constant plugging of his site and other products bothered me, this may have been more apparent in the audiobook though. All of the referenced links require you to sign up for his email list, which, as a content-creator I understand, but it still feels weird for me in a book you pay for.”; Ali Spittel. - In: Goodreads, 03.01.2020. Available from: <https://www.goodreads.com/review/show/2826877729> [04.06.2023]

“Very comprehensive, an excellent no-nonsense non-preachy way of talking about Habits and how they shape us. Highly recommend everyone pick this up.”; Bansari. - In: Goodreads, 10.03.2020. Available from: <https://www.goodreads.com/review/show/3141432647> [04.06.2023]

„Книгата надгражда много познати системи за изграждане на навици и е полезна за всеки, който иска да промени нещо в живота си към по-добро. На мен най-много ми допадна идеята, че системата от правилни навици е за предпочитане пред поставянето на цели. Причината е проста - когато победим и постигнем заветната си цел, ние преживяваме един кратък миг на щастие, а след това започваме да преследваме отново следващия връх. В книгата открих и още едно

късче мъдрост - щастието е да не искаш нищо повече от това, което имаш в момента.

Книгата "Атомни навици" я препоръчвам по още една причина. Срещу 18 лева ще получите същото за изграждането на навици, както и от много уебинари, семинари и събития на известни (и не толкова известни) мотивационни гурута :)“; Стойне Василев. - In: Goodreads, 05.04.2020. Available from: <https://www.goodreads.com/review/show/3264088184> [04.06.2023]

“I really enjoyed how easily digested this book was. We all have certain habits we want to learn or unlearn and we usually start strong but lack the motivation to stick to it. This book really expanded my mind about what it actually takes to make habits stick and how motivation has VERY little to do with it. I added a few of key quotes from the book that touch on some of the steps: why the smallest habits matter, awareness, repetition over perfection, focus on environment, how to keep going when the initial flame of motivation dies down, learn / unlearn your identity, pay attention to the words you use. #vlbookclub”; Valeria Lipovetsky. - In: Goodreads, 09.04.2020. Available from: <https://www.goodreads.com/review/show/3271704458> [04.06.2023]

“Well, there’s almost no single shred of original content here. It could be a fine book if it’s the first self-improvement book you have started to read.

The science is also flawed. He presents the following elements for habit:

- 1.Cue
- 2.Craving
- 3.Action
- 4.Reward

Not to mention that its a skewed copy of principles presented in Power of Habits (to authors credit, he mentions it), craving starts to appear strongly only when your brain has learned to associate the cue, action, reward which happens with repetition.

Two star is a good score. It was merely okay. Given the earth-shattering noise it had made, I simply expected more.”; Amir Tesla. - In: Goodreads, 11.04.2020. Available from: <https://www.goodreads.com/review/show/2593977610> [04.06.2023]

“Rompedor libro sobre la creación de hábitos y rutinas para alcanzar tus objetivos. Algunos de los principios expuestos ya los seguía, pero ayuda mucho verlo de forma detallada, esquematizada y con ejemplos. Aparte, es de las pocas veces que he leído con tanta avidez un libro que no es una novela.”; Oscar Emilio. - In: Goodreads, 12.04.2020. Available from: <https://www.goodreads.com/review/show/3257242380> [04.06.2023]

“It's rare that I buy and read self care books, but I'm happy I did it this time. Atomic Habits focus is on the small improvement. This is very well written, simple to follow and practical for developing many different habits. A brilliant book, with excellent case studies and grounding in the psychology of human behaviour.”; Ona. - In: Goodreads, 25.04.2020. Available from: <https://www.goodreads.com/review/show/3198815745> [04.06.2023]

“Какая же книга! Я остался невероятно доволен после прочтения. Все донесено легко и непринужденно, с отличными примерами! Описано, что влияет на твою жизнь, почему это происходит и как этим воспользоваться. Спасибо огромное

автору за подобно творение, оно определенно произвело на меня огромное впечатление!"; Basil Gritsenko. - In: Goodreads, 08.05.2020. Available from: <https://www.goodreads.com/review/show/3291381759> [04.06.2023]

“Sehr schöne und praxisnahe Zusammenstellung des Wissenstands zum Thema "Routinen". Gleichzeitig aber wenig systematisch Neues.”; Nils. - In: Goodreads, 26.05.2020. Available from: <https://www.goodreads.com/review/show/3357513794> [04.06.2023]

“It's complicated ... my relationship with self-help books that is. On one hand, I'm one of those people who always wants to learn and improve, while also getting in my own way due to character/personality flaws, which I'm well acquainted with, which is why, occasionally, I read yet another self-help book, hoping to get inspired or to learn something that will result in me taking action.

I heard about this book from different sources which propelled me to put it on hold.

My usual scepticism was pretty quickly sent to smithereens. First of all, Clear is a very good narrator, he's got a lovely voice and accent. Second, he didn't try to sell me anything. Third, the book is very matter of fact, with a mix of psychology, examples and, most importantly, actionable steps. Also, it didn't have any spiritual mambo jumbo something that grinds my gears.

So if you want to acquire new habits or drop some bad ones, this might help you.”; Bianca. - In: Goodreads, 15.06.2020. Available from: <https://www.goodreads.com/review/show/3392877756> [04.06.2023]

“My rating has less to do with the content itself but more with the fact that the book just covers my prior knowledge about habits. James Clear basically provides a good introduction to habit research and explains how we can develop good habits and break the bad ones. I was hoping to get additional information here.

This book is a solid entry point for beginners in this subject.”; Henning. - In: Goodreads, 18.06.2020. Available from: <https://www.goodreads.com/review/show/2842096643> [04.06.2023]

“Nothing particularly new here, but a pretty good overview of consistent habit formation techniques (make it obvious, attractive, easy, and satisfying) and ways of framing the development of new habits (thinking about habits not as working towards a goal, but towards building your identity as a certain type of person). Good nuggets to take with you if you are building your own new habits, and an easy book to work through.

Just another thought on books like this -- I usually avoid them, I realise because underlying these books is often a sense of ableism, and the need to discipline, order, and regiment our bodies. This obviously is not possible for those with chronic illness or other disabilities, also for those who face multiple structural oppressions. I mean to say, something that would be great to see in the future is books that engage how to approach these things from a disability framework -- how to build better habits that enhance our life, but also are compassionate to our imperfect and unruly bodies?"; Lily Jumaludin. - In: Goodreads, 05.08.2020. Available from: <https://www.goodreads.com/review/show/2649220838> [04.06.2023]

“I’m not a huge fan of the self-help genre, because so often the books sound the same or are new lists of “5 Things to Do Today that Will Change Your Life Forever,” and so forth. The writing tends to be serviceable at best and is centered on sports metaphors. Every now and then, however, a book in this category rises above the rest and really connects with me in just the right way. *Atomic Habits*, by James Clear, is one of those great ones.

Essentially, *Atomic Habits* is an update of Charles Duhigg’s *The Power of Habit* and its idea of the “habit loop.” Clear argues that what’s most important in bringing about personal change is not our goals, but rather, the systems we put in place in order to achieve a goal. Goals come and go, but the systems we build along the way are the real key. Duhigg’s habit loop is four parts: cue, craving, response, reward. The key to forming better habits is to understand how these phases work. Clear breaks it into four “laws”: make it obvious; make it attractive; make it easy; make it satisfying. By understanding the habit loop and then building everyday systems that benefit from these four laws, change is much more likely. The changes are “atomic” because they are both very small and potentially very powerful.

Clear is a good writer, having honed his craft for some years as a disciplined blogger on this topic. He does use occasional sports imagery (professional baseball is in his family background and his own life), but he also gives space to other sorts of metaphors and ways of life. The guidance he gives on change and habit-formation is completely sound and very encouraging. I recommend it to anyone, in any stage of life.”; Neil R. Coulter. - In: Goodreads, 23.09.2020. Available from: <https://www.goodreads.com/review/show/3548313820> [04.06.2023]

“Pour james clear

Il est difficile de conserver les meilleurs habitudes parce que nous essayons de changer la mauvaise choses et nous essayons aussi de changer nos mauvaises habitudes de la mauvaise façon. En revanche le problème est lié au sens de changement on se concentrant sur le résultat "l'objectif" de ce que nous souhaitons devenir par contre il faut changer nos identité nos pensées nos croyances pour réussir à changer le mauvaise habitude.”; Zineb. - In: Goodreads, 30.09.2020. Available from: <https://www.goodreads.com/review/show/3574437339> [04.06.2023]

“В начале года у Скотта Адамса в книге встретил тезис - "Goals suck systems rule". Это практичная книга о том, как собственно такую систему выстроить. На самом деле, правила довольно просты. Каждая привычка работает по 4-х ступенчатой схеме - стимул -> желание -> действие -> результат. Джеймс Клир, специалист по привычкам (что это вообще такое?) подробно рассказывает о каждом из этапов, предлагая для каждого простое правило: стимул (сделать очевидным) -> желание (сделать привлекательным)-> действие (сделать простым) -> результат (сделать удовлетворяющим). Правила простые, но в книге куча примеров и лайфхаков. Однако, я свою задачу не решил. У меня уже есть полезные привычки, которые я приобрел сравнительно недавно и я хотел выделить с помощью книги опыт, который мне помог их приобрести и перенести на другие сферы жизни, где таких привычек пока нет. Не получилось, но вины книги в этом нет, книга полезная.”; Dmitry Demidov. - In:

Goodreads, 02.10.2020. Available from:  
<https://www.goodreads.com/review/show/3502665986> [04.06.2023]

“This life-changing non-fiction title is one often spoken of, highly praised, and much recommended. I would say it is well-deserving of all this celebratory hype it has garnered over the years for how concise and yet detailed its content are, how many different suggested areas of daily improvement are included, and how easily implemented Clear makes them appear.”; Dannii Elle. - In: Goodreads, 04.10.2020. Available from: <https://www.goodreads.com/review/show/3578497352> [04.06.2023]

“absolutely loved this and firmly believe this is one of the few self-help books out there that actually offers practical advice that anyone can successfully apply to their life.”; Daria. - In: Goodreads, 22.12.2020. Available from: <https://www.goodreads.com/review/show/3504847325> [04.06.2023]

“Um bom livro sobre o assunto. Leio os textos do James Clear desde 2016 e sou muito fã! Mas achei o livro um pouco repetitivo. Poderia facilmente ter em torno de 150 páginas em vez de 260. A leitura é leve, tranquila. Dá pra ler em dois dias ou menos.

Caso você tenha interesse no assunto, mas não vontade de se aprofundar, aconselho esse livro. Se você quer realmente ir fundo no tópico dos hábitos, eu recomendo primeiramente "O Poder do Hábito". Depois você pode ler esse livro, fica uma complementação legal.”; Mika. - In: Goodreads, 30.12.2020. Available from: <https://www.goodreads.com/review/show/3695552007> [04.06.2023]

“Ideea cărții este pe cât de simplă pe atât de adevărată și puternică și o aveți chiar în descrierea din subtitlu. Autorul folosește o mulțime de exemple pentru a arăta că:

1. Schimbările mici pot avea un impact foarte mare în viețile noastre. Dacă halești zilnic un burger de la Mec sau o găleată de pui de la Kafece, peste zece ani nu-ți va plăcea deloc ce vei vedea în oglindă și nici ce-ți va arăta cântarul. Dacă alergi juma de oră pe zi, lucrurile vor sta cu totul altfel.
2. Obiceiurile noastre sunt comportamente automate pe care le învățăm din experiență. Intri într-o cameră în care e întuneric, vei căuta automat întrerupătorul. De-aia, diferența pe termen lung o fac rutinele zilnice. Dacă ele sunt bune, rezultatul pe termen lung e excelent.
3. Construiești obiceiuri bune schimbând lucruri în viața ta și înconjurându-te de lucruri care declanșează acele obiceiuri pe care le vrei în viața ta. Eu nu am reușit să repet consistent la chitară, de pildă, până când nu am avut patru chitare, puse în locuri strategice: la masa din bucătărie la care stau destul de mult, la birou, în dormitor, în terasa de lângă casă, în care petrec ceva timp în weekend lucrând. La fel, cu exercițiile fizice. Am amenajat o sală la redacție, de care eu și colegul Marote profităm din plin, dar am și acasă ”matereale”, benzi elastice, gantere, kettlebell, saltea, bancă, ladă pentru sărituri, tot ce-mi trebuie pentru antrenamente complete și variate. Că dacă ești vineri, sâmbătă și duminică la grătare și șpriț nu vei putea schimba mare lucru la felul în care arăți. Fix la fel e și cu cititul și cu toate celelalte obiceiuri bune.
4. Ca să te țină, trebuie să faci obiceiurile atractive. Cum? Cu recompensă. Nu neapărat cum a făcut un inginer irlandez, care a legat o bicicletă de exersat acasă la computer, astfel încât Netflixul, de care omul era dependent, nu rula decât la o anumită viteză a bicicletei, dar trebuie să legi activitatea de un rezultat care îți face plăcere. Uite, eu, de pildă, pun periodic pe rețelele sociale poze după antrenamentele la sală. Iar faptul că oamenii apreciază munca pe care o fac pentru mine - da, oamenii se mulțumesc să-i



aplaude pe alții, prea puțini se și apucă de treabă - mă încarcă și pe mine, astfel încât să pot continua.

5. Fă obiceiul accesibil, dacă vrei să îți fie ușor. La fel, fă-l inaccesibil, dacă e un obicei de care vrei să scapi. Uite, eu, de pildă, nu pot să adorm dacă nu mă uit la ceva film sau meci sau emisiune. Așa că primul pas a fost să scot cablul tv din dormitor. Apoi, am recurs la tabletă. Și am observat că dacă pun un film sau un meci nu adorm, mă ține treaz acțiunea. Așa că am luat cea mai bună decizie din viața mea: adorm seară de seară ascultând cursuri. Fie că e vorba de Masterclass, fie că e vorba de tot felul de prelegeri ale unor profesori puse pe yt (mare chestie yt premium, că nu te mai opresc reclamele), fie că e vorba de podcasturi, dau drumul și în cel mult zece minute adorm (asta și după ce am adoptat o rutină de respirație care induce somnul - inspir numărând până la patru, expir numărând până la 8, adormi ca un copil, tati!)  
 6. Ține un jurnal cu schimbările pe care le faci, cu obiceiurile bune și cu efectele lor. Uite, a te poza periodic și a compara pozele este o bună metodă de a rămâne motivat, pentru că schimbările se văd de la o lună la alta, de la un anotimp la altul, de la un an la altul.

Cam asta ar fi. Cei mai mulți dintre oameni eșuează în adoptarea unor obiceiuri bune pentru că vor rezultate imediate, pentru că nu au deloc răbdare și viziune, nu se pot vedea pe ei peste doi-trei ani, pentru că nu știu cum să rămână motivați, pentru că pun greșit problema. Uite, de pildă, mâncarea. În loc să ne preocupe în primul rând sănătatea, cum ne influențează sănătatea dieta, pe noi ne preocupă relațiile sociale și plăcerea pe care ne-o produce zahărul, de pildă. Sau alcoolul. Sau prăjelile de tot soiul, ori carnea în exces. Cât timp nu ne setăm mintea cum trebuie, cât timp nu ne stabilim clar prioritățile, nu vom putea să fim stăpânii propriei existențe. Vom fi doar consumatori, doar folosiți de marile companii, fără să ne dăm măcar seama.”. Dragos Patraru. - In: Goodreads, 31.12.2020. Available from: <https://www.goodreads.com/review/show/3729810091> [04.06.2023]

“3.5 stars. This book put into very clear and readable terms some practical applications and explanations with regards to evaluating, reconstructing, creating and reinforcing atomic habits. I felt like I walked away with some new things to try that could help improve my current habits or help me develop some new ones, and really appreciated that!”; Alexa. - In: Goodreads, 11.01.2021. Available from: <https://www.goodreads.com/review/show/3677864309> [04.06.2023]

“It was quite an easy read and I enjoyed Clear’s honesty. Despite other self helps which try to impose that they hold the secret to success and try to blame one for not acting accordingly and leaving one with a sense of guilt, Clear just comes up with a bunch of effective strategies (borrowed from other books and researches, and organized very well by him) and indicates the importance of daily improvement. Sticking to the daily routine is boring and all of us may get stuck, bored, want to go back to the normal routine, yet the ones who keep on undergoing the pain of discipline win. That’s the only difference between losers and winners! This provides one with the opportunity to choose. And when one is provided with options, one feels powerful and more receptive to change. For more details on how to build effective habits and get rid of the old dysfunctional ones please read the book! So far I have read compound effect and seven habits of highly effective ppl on building habits yet I prefer atomic habits.”; Ladan. - In: Goodreads, 15.01.2021. Available from: <https://www.goodreads.com/review/show/2593978964> [04.06.2023]

“A must read book! This was precise, straightforward, motivational and inspiring.”; Bea. - In: Goodreads, 15.01.2021. Available from: <https://www.goodreads.com/review/show/3772859351> [04.06.2023]

“I was wanting a change in my life and my routine. This book helped me create better habits and more importantly, explained how to stick to them. James Clear has helpful tools to break bad habits, create new ones, and explains how tiny changes can lead to big results. While I usually take my time with reading self-help books, this one was really interesting and I was eager to know more.”; Ava. - In: Goodreads, 03.02.2021. Available from: <https://www.goodreads.com/review/show/3816793044> [04.06.2023]

“Ben ilk başta kitabın birkaç iyi sözden oluşmasından korkmuştum . Ama okudukça öyle olmadığını anladım. Bence özellikle yavaş yavaş sindirerek okumanızı tavsiye ettiğim bir kitap. Çünkü bence bazı alışkanlıkları oturup düşünüp belli notlar almanız gerekiyor. Her sene bu kitabı okumak gibi bir hedef oluşturdum kendime çünkü her okuduğunuzda çok farklı bilgiler öğrenebileceğiniz bir kitap. Bazı alışkanlıkları kesinlikle hayatıma katmaya çalışacağım!

Not: Eğer bu alışkanlıkları hayatıma adapte edebilirim kesinlikle burayı güncelleyeceğim. “; Mina Ceylin. - In: Goodreads, 21.02.2021. Available from: <https://www.goodreads.com/review/show/3833433468> [04.06.2023]

“I read it because I was curious about why Audible was always recommending it to me. It was fine. The advice wasn't bad or anything.

The problem I always have with this type of book is that they try to show you how to become efficient at leading a fulfilling life, but the authors all seem to be robots whose idea of a fulfilling life is to go to the gym every day, meditate, and publish blog posts about success mindset.”; Nick Edkins. - In: Goodreads, 08.03.2021. Available from: <https://www.goodreads.com/review/show/3880030015> [04.06.2023]

“I really liked the \*experience\* of reading this book, it's definitely the best self-help book I've tried so far, and the mere picking up the book in the morning makes you feel like you're getting your life together :D. I think the best way we can make the most out of this book is to resolve some practical questions in each chapter that will make the habits easier to make or not, the practical things you can do today, in your environment or routine!”; Maria. - In: Goodreads, 17.04.2021. Available from: <https://www.goodreads.com/review/show/3750576181> [04.06.2023]

“actually the only self-help book that deserves rights”; Emily. - In: Goodreads, 29.06.2021. Available from: <https://www.goodreads.com/review/show/3802261128> [04.06.2023]

“Еще одна книжка для вечно пытающихся бросить курить и перестать жрать батон в 2 ночи. Главный аргумент автора был сформулирован еще древлянами и вятичами времен Вещего Олега: вода камень точит. Иными словами, если каждый день не доедать по грамму батона, то к концу года от него можно вообще отказаться без ущерба для психики и к радости собственной идентичности. Мне, кстати, понравилось как автор раскрыл старославянскую поговорку языком современной популярной нейрофизиологии, за это и 5 звезд схлопотал. Нейронные сети выстраиваются долго, поэтому терпение, мой друг, терпение. Хотя, какое выстраивание, если "точить камень" это про разрушение... Автор не знаком с диалектикой, поэтому не занимается излишней интелектуализацией, а переходит сразу к разделу "хозяйке на заметку": составьте планчик, закрашивайте дни в

календаре, выкиньте из дома всю марихуану, а то курить будет хотеться. Удивительно как такие книжки сейчас продаются миллионными тиражами - видимо, на белом англо-саксонском Севере не знакомы с вятчицами и кривичами. Ну что ж, возрадуемся тому, что в очередной беседе с WASP друзьями на тему "что я прочел этим летом" всем знакомым с вышеозвученной пословицей снова придется молча попивать винишко."; Anrey Demidov. - In: Goodreads, 02.07.2021. Available from: <https://www.goodreads.com/review/show/4092193367> [04.06.2023]

"There are plenty of great reviews on this book, detailing the summaries of each chapter. I won't do the same thing, as I don't believe I can add anything to them that they haven't done already. I will say, however, that this is miles clear of any "self help" or "personal development" drivel that I have chanced across in the bookstores. The chapters are short, concise, and perfectly put. Clear takes full responsibility for any information that is presented poorly (not many things are). He cuts down the romanticizing, useless anecdotes, etc. to say you need to do A, which will lead you to B, resulting in C. He references all of his sources. This book is not a pamphlet which Clear uses to sell you on another subscription-based product of his - it is perfectly sufficient in and of itself. I will be recommending it to my clients in the coming years. Also, what a last name. If anyone was made to do this, huh?"; Alan. - In: Goodreads, 03.07.2021. Available from: <https://www.goodreads.com/review/show/4093008597> [04.06.2023]

"La verdad no soy mucho de libros de autoayuda pero aqui un poco overshareando con la waza de goodreads, me sentía estancadísimo en mi vida y con los hábitos que tenía, solo iba a empeorar. Por ende busqué el mejor libro de cómo mejorar tus hábitos y la neta es que es muy bueno, tiene una guía muy práctica de cómo aplicarlos y la verdad es que son los más efectivos que he leído hasta la fecha. Lo aplicaré y esperemos que funcione."; Jose Pena. - In: Goodreads, 23.07.2021. Available from: <https://www.goodreads.com/review/show/4130868834> [04.06.2023]

"I won't lie, I thought this was pretty standard non-fic stuff. There were some interesting ideas, but I didn't find anything original that could really wow me."; Samidha. - In: Goodreads, 27.07.2021. Available from: <https://www.goodreads.com/review/show/3718538443> [04.06.2023]

"life. changing. i will re-read this book for the rest of my life because it keeps me so on track."; Kaiti Yoo. - In: Goodreads, 14.08.2021. Available from: <https://www.goodreads.com/review/show/4090325553> [04.06.2023]

"This came highly recommended and that's why I broke my resolution of no self-help books. Now that I'm done with it, I can see why it is so beloved and often suggested as a life-changer. This is one of the better self-help books I've read because it's quite practical. I can't stand books that spout impractical philosophy without offering concrete and realistic methods of implementation. Most of the tips here are sensible and easily manageable. The anecdotes accompanying every advice help reinforce the point. Clear's four-way method on how to make/break habits sounds very doable. The neat chapter summaries help in a quick checklist of the executables if you ever need a quick recap.

So it is going to change my habits from now on? Nope! And that's partly because whatever he suggested is already something I do without even realising it. I'm a compulsive planner by nature and most of his tips rotate around planning your way to success. So, just as always, I'm the stubborn mule who doesn't benefit from reading a

self-help book while everyone else can see the wonders of its content.

Recommended to lovers of this genre and those wanting to give this genre a try.”; Rosh. - In: Goodreads, 27.08.2021. Available from: <https://www.goodreads.com/review/show/4197566067> [04.06.2023]

“Uhm, to kick off this review by yours truly, i first would like to say that if you are starting your 20ies, clueless and confused then this book is right for you, but if you are a smart ass you usually reads self help books on a regular basis and already knows how to manage their shit together.. then please ignore my modest review. So it’s no surprise that this book is mainstreamed on every social media book account that ever seem to exist. so as you might probably know : i had very low expectations for it BUT it wasn’t bad at all. There were some teny tiny informations that i already knew \*flips hair casually But hey i got so much out of this book and will definitely re read it when i’m this desperate again.

Highly recommended.”; Tarneem Mathiam. - In: Goodreads, 28.08.2021. Available from: <https://www.goodreads.com/review/show/4185468489> [04.06.2023]

“Finally a useful self-help book.”; NickReads. - In: Goodreads, 16.09.2021. Available from: <https://www.goodreads.com/review/show/4241052623> [04.06.2023]

“Kitabın çok etkili olduğunu söyleyebilirim. Bu kitaptan öğrenebileceğiniz yaşınıza, duygusal durumunuza, sosyo-kültürel seviyenize, ekonomik seviyenize, kendinizi ne kadar iyi tanıdığınıza, hayattan beklentinize, yaşamak istediklerinize, yapıyor olup da yapmak istediklerinize göre şekilleniyor.”; Bengü Güven. - In: Goodreads, 21.09.2021. Available from: <https://www.goodreads.com/review/show/4205703852> [04.06.2023]

“A practical book that provides simple, yet effective ideas/ways about developing and sustaining habits for both short and long term. The best part of the book is that it manages to do this without being preachy. The author provides good case studies and relatable examples to support his methods. In fact, he presents the case studies and examples before giving his idea/method out which makes it easy to digest.

Overall, a great book to read if you are looking to develop a new habit, sustain an existing habit or break down a bad one!”; Raviteja. - In: Goodreads, 09.10.2021. Available from: <https://www.goodreads.com/review/show/4270610031> [04.06.2023]

“Îmi plac foarte mult cărțile din care nu doar ca înveți ceva, ci au si exerciții si poti aplica totul in viața de zi cu zi. Sa pui in practica ceea ce stii ca e corect e foarte greu. Cărțile te motivează, însă nu e suficient. Totuși, cartea de fata ușurează procesul si iti îndruma pașii, mai lipsește doar voința ta pentru a face schimbarea.”; Ana-Stanciu-Dumitrache. - In: Goodreads, 13.10.2021. Available from: <https://www.goodreads.com/review/show/3877194574> [04.06.2023]

“If you are new to the study of habits or are looking for some easy-to-follow guidance/motivation on increasing the effectiveness of your current habits, I highly recommend this book. Small, well-designed habits can pay huge dividends over time, and the author shares helpful guidance on how we should be thinking about habits and how they impact our behavior. Some examples of the guidance include: you should focus more on building systems rather than setting goals; habits should be invisible and easy to follow; and the language you use while talking about your behavior changes and how it relates to your identity is very important. As I’ve found with a lot of self-help books, the

author tends to rely more on anecdotes and self-testing rather than research, but the anecdotes are relevant and help reinforce the effectiveness of the strategies.

However, if you're already well-versed in the common habit strategies, you can probably skip this one. I listen to a lot of podcasts and read a lot of leadership articles, so I'm already really familiar with the common habit-forming strategies like habit stacking, temptation bundling, and the two-minute rule. The book is a comprehensive summary of effective habit strategies, but if you've already read a book or two on the topic or regularly listen to any popular leadership/management podcasts, you're not going to find much new content in this book.”; Lisa. - In: Goodreads, 08.11.2021. Available from: <https://www.goodreads.com/review/show/4317049426> [04.06.2023]

“Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones” by James Clear is a great resource for anyone looking to improve their career, life, or how they can turn their bad habits into good ones. As a person who is very organized and detailed when it comes to work, life, and recreation before reading this book, I learned many valuable techniques to continue working on my own atomic habits.

I loved the graphs used throughout this book as it helps to visualize how impactful habits are and why it's important to stick with them over time. It was also great to read the real-life stories around athletes, celebrities, and even comedians on how having good habits and building upon them are truly a recipe for continued growth and maintaining long-term success.

I give “Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones” by James Clear a 5/5 as this book has definitely helped me and countless others when it comes to good habits. If you're looking for a great resource guide on creating your own atomic habits, breaking bad ones, and maximizing them towards being the very best version of yourself you can be, I'd highly recommend this book!”; LTJ. - In: Goodreads, 14.12.2021. Available from: <https://www.goodreads.com/review/show/4326300396> [04.06.2023]

“Acabei de ouvir a versão audiobook e adorei. Tenho a certeza que vou voltar a agarrar no livro, numa próxima vez em formato físico. Porque são aqueles livros fantásticos que nos deixam motivados para começar a fazer coisas e mudar hábitos e só queremos sublinhar frases e colar post-its para mais tarde voltar a reler! Sem dúvida, um must.”; Maria Palma. - In: Goodreads, 14.01.2022. Available from: <https://www.goodreads.com/review/show/4297800561> [04.06.2023]

“Das Buch hat super Informationen zu Gewohnheiten. Es kombiniert die Erfahrung des Autors mit Wissenschaft und praktischen Tipps für Jedermann. Mir hat es nochmal motivation gegeben und einige Tipps die ich beim Aufbau einer Gewohnheit optimieren kann.“; Maxim Stockmann. - In: Goodreads, 27.02.2022. Available from: <https://www.goodreads.com/review/show/4306778571> [04.06.2023]

“Credo che sia il miglior libro sul tema delle abitudini e produttività. Pone bene le riflessioni sull'argomento riportando molteplici studi scientifici ed esempi, e offre metodi efficaci per creare, scegliere, ripetere e ottimizzare le abitudini.

Secondo me sarebbe stato meglio lasciare il titolo originale "Atomic Habits" perchè rende meglio l'idea dell'impatto che ha il suo metodo. Consigliato a chi vuole migliorarsi nel gestire gli impegni e raggiungere gli obiettivi.”;

Suundial. - In: Goodreads, 08.03.2022. Available from:  
<https://www.goodreads.com/review/show/4419757479> [04.06.2023]

“Probablemente el mejor libro de hábitos que haya leído. Muy claro y buenos ejemplos”; Jaime. - In: Goodreads, 23.03.2022. Available from:  
<https://www.goodreads.com/review/show/3132610480> [04.06.2023]

“Creo que este libro fue una excelente compra. Me hace sentir que todo es posible pero a la vez es parte de nuestra responsabilidad influir en esas decisiones.

Una reseña completa más adelante, pero por ahora recomendado si se buscan sugerencias (basadas en hechos científicos y no es un aspecto espiritual) para cambiar aspectos de la vida.

Una reseña completa ahora

Debo decir que este es mi primer libro que se clasifica dentro de la autoayuda. Y me parece una lectura acertada ya que todo lo que propone es posible y siempre deja en claro que los ejemplos exitosos son gracias al esfuerzo y que nada tiene que ver la suerte ni el destino.

Las 4 leyes que contienen son pequeñas y podrían resumirse en una frase de la serie Bojack Horseman: "Hacerlo es fácil, hacerlo todos los días, es lo difícil"

Lo mejor del libro definitivamente en la sencillez con la que está escrito. Sobre todo la forma en que habla directamente de cómo abordar un problema y la narrativa del siglo XXI frente a ellos. (Problemas como bajar de peso, ahorrar, cambiar hábitos molestos)

Yo entré a este libro buscando bajar de peso y hacer ejercicio, ya que era necesario generar estos hábitos en ese momento (por cuestiones de salud) y a medida que lo leía, me daba cuenta de que es sencillo, sí. Pero es difícil mantenerse. No sabía valorar los aciertos y cuestionar los fracasos. Ahora puedo decir que hago más actividad física y he bajado 7 kilos cambiando mi alimentación, gracias a una frase que está en el primer capítulo: "¿Qué haría una persona sana?" Y aunque esa frase es pequeña, hace reflexionar sobre la siguiente acción y cambia el ritmo de vida.

Lo no tan bueno del libro es que literal es un "todo depende de ti" eso quiere decir que si no hay voluntad, no hay nada.

En resumen, recomiendo este libro para todos los amantes de la autoayuda. Y si no la han probado, este es un gran acierto. Además queda como un buen libro para futuras consultas, sobre todo por los esquemas y resúmenes que contiene al final de cada capítulo.”; Sebastián. - In: Goodreads, 27.03.2022. Available from:  
<https://www.goodreads.com/review/show/4506985909> [04.06.2023]

“A client asked me to facilitate a book discussion on this during their goal setting process for employees. It was a quick pleasant read but didn't feel widely different from theories around habit that have already been around and discussed for decades.”; Katie. - In: Goodreads, 29.03.2022. Available from:  
<https://www.goodreads.com/review/show/4637938566> [04.06.2023]

“I was prepared to dislike this book but I really enjoyed it!

I've seen it on so many list of "life-changing non fiction" next to deeply misogynistic authors and it's popular with people promoting hustle culture so I didn't expect it to work for me.

While I can't say that the information in it is that different from other books I've read on the topic, it's definitely the best breakdown of said info that I've seen.

Super accessible, bitesize chapters... absolutely go with the audiobook if you enjoy them. I didn't want to sit while reading it because I was too busy reorganizing my space while listening to it!

Worth it”; Emily. - In: Goodreads, 21.04.2022. Available from: <https://www.goodreads.com/review/show/4662828672> [04.06.2023]

“ Ein Buch welches sich super lesen lässt mit kurzen, prägnanten Abschnitten die aufeinander aufbauen. Bei Handhabungen mit Gewohnheiten, sowohl den guten als auch den schlechten, erkennt sich bestimmt jeder hier und da in diesem Buch wieder. Wie man jedoch mit wenig Einsatz, viele und auch wichtige Alltagsprozesse verändern kann, gibt einem Motivation und eine neue Sichtweise auf das Gewohnheitskonstrukt des eigenen Lebens.”; Tamara Preiss. - In: Goodreads, 27.04.2022. Available from: <https://www.goodreads.com/review/show/4605141927> [04.06.2023]

“Aunque no es precisamente un libro revolucionario, sí me pareció un libro muy accionable en los puntos específicos, trucos y atajos para disciplinarse un poquito. A veces quedo con la sensación de que el mensaje central de muchos de estos libros involucra activamente ir en contra de nuestra propia arquitectura neuronal para alcanzar un estado superior de desarrollo personal. Pero el libro de Clear es mas enfocado en encontrar atajos: sí que requiere un trabajo deliberado pero me parece que la propuesta de este autor es hacer un esfuerzo como una especie de 'one timer' y uno enfocado a diseño de ambientes, de listado de acciones e inventario de cosas que uno hace. Además, el enfocarse tanto en desarrollar los buenos hábitos como en quitar los malos proporciona opciones hacia un lado y hacia otro.”; Joaquin Garza. - In: Goodreads, 13.05.2022. Available from: <https://www.goodreads.com/review/show/4709813238> [04.06.2023]

“Atomic Habits is the first self-help book that I have read, and it was helpful in some ways. I found a lot of what it does is state the obvious and it did not contribute much, but there were parts that can be consciously adopted and were useful. It talks about 1% changes making a big difference when put together, and many of the examples were very interesting.”; William Gwanne. - In: Goodreads, 04.05.2022. Available from: <https://www.goodreads.com/review/show/4389228450> [04.06.2023]

“ Der Knaller - absolute Empfehlung für jeden/jede die sich dem lebenslangen Lernen verschrieben hat, der/die jeden Tag von den hindernden hin zu den guten Gewohnheiten gehen will, der/die nur noch einen kleinen Schubs braucht, damit er/sie die Beschäftigung auf gibt und ins Handeln kommt.

Es ist super verständlich geschrieben, kurzweilig und die Kapitelzusammenfassung machen es einem leicht sich die Inhalte besser einzuprägen.

Schluss mit den Ausreden - dein zukünftiges Ich wartet auf dich.”; Julia Mirbach. - In: Goodreads, 10.05.2022. Available from: <https://www.goodreads.com/review/show/4717764000> [04.06.2023]

“Lots of great information in this one!

I was happy to get ideas in **Atomic Habits** on how to build a good habit and make it stick.

Bad habits are easy to fall into and there's a reason for it.

Our brains are wired to do the easy thing and not exert more energy than it needs to in life. I thought this book was a great look at the psychology of how our brains work and why we struggle to have momentum with a task that's hard to accomplish.

I'll definitely listen to this audiobook again in the future to keep focusing on building good habits and being more accountable for the things that I know I need to change!”; Ginger. - In: Goodreads, 21.05.2022. Available from: <https://www.goodreads.com/review/show/4720340775> [04.06.2023]

“A moderately helpful book, in the sense that, I am at a stage where I have sufficient knowledge as to how habits work on a deeper, psychological level, and how they benefit or will benefit, only if one preserves through; and I am on a trajectory where I apply them in my daily life. But, I still liked it because it felt like attending a very interesting lecture, you just couldn't help but pay attention to it.”; - In: Goodreads, 24.05.2022. Available from: <https://www.goodreads.com/review/show/4728868766> [04.06.2023]

“Das war mit Abstand das beste Buch, das ich je zur Selbstfindung gelesen habe. Es geht darum, wie man sich kleinere Gewohnheiten aneignet und dadurch produktiver und effizienter Ziele erreicht. Alles ist in leichter Sprache geschrieben und es gibt viele Beispiele, die dazu beitragen, die Stellen besser zu verstehen. Große Empfehlung!”; Elisa. - In: Goodreads, 24.07.2022. Available from: <https://www.goodreads.com/review/show/4776158209> [04.06.2023]

“Авторът определено знае как са извади най-добрите аргументи във всеки един случай. Изключително добре написана книга. Определено бих я препоръчал”; Stanislav Lozanov. - In: Goodreads, 12.08.2022. Available from: <https://www.goodreads.com/review/show/4885561833> [04.06.2023]

“Yeni alışkanlıklar oturtmak istiyor ancak bir türlü bunu beceremiyorsanız, iradesizliğinizden dolayı suçu hep kendinize atıyorsanız yardımınıza koşacak ipuçları içeren bir kitap. Ama öyle okunup sonra bir kenara atılacak bir kitap değil, alışkanlıkları oturtma sürecinde tekrar tekrar bakılması bir kaynak. Kitabın sonlarına doğru yer alan özet tablonun bir fotokopisini alıp çalışma masanızın yakınında tutabilirsiniz mesela. Pratik ve uygulanabilir çözümler sunuşuyla neden bu kadar popüler bir kitap olduğuna şaşmamalı.”; Perihan Asli. - In: Goodreads, 28.08.2022. Available from: <https://www.goodreads.com/review/show/4804528083> [04.06.2023]

“I love how well researched this book is and the little anecdotes at the beginning of each chapter are so entertaining. Some areas in the book felt somewhat repeated, but it's definitely worth a read because James Clear gets into the most minuscule detail about every aspect of how habits work and how to develop them.”; Senara. - In:



Goodreads, 22.10.2022. Available from:  
<https://www.goodreads.com/review/show/4963234794> [04.06.2023]

“Derli toplu anlaşılır sade ve güzel bir kitap.Yaşamımızda bizi geliştiren kucumsedigimiz alışkanliklarımızın aslında sürekli tekrarlarla ne seviyelere gelebileceğinin önemini çok net görebilirsiniz”; Bahadır Kilinc. - In: Goodreads, 14.11.2022. Available from: <https://www.goodreads.com/review/show/4579717645> [04.06.2023]

“Questo è un libro che offre spunti e consigli molto interessanti su come cambiare, inserire, eiminare e/o migliorare delle abitudini presenti nella nostra vita. È scorrevole, e non vengono usati termini troppo accademici. I consigli vanno assimilati poco alla volta, per cui io suggerisco una lettura lenta. In sintesi condivido quanto hanno scritto anche altre persone nelle loro recensioni online: sta tutto nelle mani del lettore una volta che la lettura è terminata. Ciò non toglie che sia una lettura ottima e che contribuisce al miglioramento personale.”; Gin. - In: Goodreads, 22.12.2022. Available from: <https://www.goodreads.com/review/show/4395680655> [04.06.2023]

“ Vieles was in diesem Buch behandelt wurde, war zwar bereits durch die Lektüre anderer Bücher mit ähnlichen Themen geläufig, aber dennoch konnte ich neue Einblicke gewinnen und kleinere Anpassungen vornehmen bzw in Angriff nehmen.

Sehr gutes Buch zum Thema.”; Florian. - In: Goodreads, 04.01.2023. Available from: <https://www.goodreads.com/review/show/5223660266> [04.06.2023]

“I highly recommend listening to this one! Felt like an informative podcast and was so engaging. There is so much to chew on and I appreciate that Clear has so many resources on his website to spell out these concepts and make them more palpable. I love the idea that small changes and shifts in our mindset really can bring about so much transformation. Also if you want the main ideas of this book presented in 30 minutes from a gentler perspective that feels like a chat with your older sister, just listen to the Lazy Genius episode, How To Lazy Genius Your Habits.”; Sarah Morgen Morgen Johnson. - In: Goodreads, 23.01.2023. Available from: <https://www.goodreads.com/review/show/5272748083> [04.06.2023]

“ Ich glaube das Werkzeug, das einem das Buch an die Hand gibt, kann sowohl für die toxische Selbstoptimierung als auch für gesunde Verhaltensveränderungen genutzt werden.

Die Kapitel gehen oft mit Beispielen erfolgreicher Menschen los, danach kommt der fachliche Teil und schließlich die Zusammenfassung der wichtigsten Erkenntnisse.

Ich finde, dass alles rund ums Thema abgehandelt wurde und super fand ich zum Schluss, dass auch die Schattenseiten beleuchtet wurden.

Im Buch sind Links, so dass man sich auch Vorlagen herunterladen kann wie z. B. einen Habit Tracker.”; Doradea. - In: Goodreads, 25.01.2023. Available from: <https://www.goodreads.com/review/show/5014167061> [04.06.2023]

“If there is ever a silent metamorphosis in books - it is that self help books have reinvented themselves from being high handed and preachy to logical and reasoning.

Atomic habits is that book that everyone should read and imbibe rather than review. Reason - it is a very practical way to approach improvement by creating tiny changes.

While i myself have driven multiple kaizen programs across organisations - it is very different when it comes to your own habits due to 2 reasons - self awareness and motivation. And hence i found this book filled with oodles of sense - the simple, practical approach to drive 1% improvement every day.

I had already read Charles Duhiggs power of habit that details out the theory of habit formation. Here James Clear brings it to application by engineering stimuli/cues, redesigning environment and tools to keep you on track.

This is one of the books made to gift to people and appear non condescending (as against something like 'how to win friends'). Of course i read it after almost the entire world had read it.

A useful and recommended book.”; Girish. - In: Goodreads, 25.02.2023. Available from: <https://www.goodreads.com/review/show/5210649934> [04.06.2023]

“No me voy a cansar de hablar sobre este libro ni de recomendarlo. Lo he subrayado y he marcado cantidad de páginas porque me parece oro.

James Clear hace un trabajo maravilloso para explicar cómo construir hábitos perdurables. De hecho, la propia prueba soy yo: desde que empecé a leer el libro, he creado un sistema que funciona para mí y con el que estoy comprometida, y eso me hace sentir muy bien.

Storytelling mezclado con casos reales y apoyado en estudios. Una combinación, para mí, buenísima.

Leételo.”; Desirée Bela-Lobedde. - In: Goodreads, 03.03.2023. Available from: <https://www.goodreads.com/review/show/4452057436> [04.06.2023]

“Read

Não sendo do meu género literário predilecto - reconheço várias valências a este livro na importância que pode ter ao auxiliar a criação de novos e melhores hábitos. O uso de modelos matemáticos explicativos é extremamente útil. Para além disso, o autor vai dando pequenos exemplos históricos no enquadramento inicial de cada capítulo que também são valiosos.

Problema: a leitura é demasiadamente longa para a quantidade de conteúdo que proporciona no fim. Sinto que algumas partes deste livro poderiam ter sido resumidas num artigo na *Forbes* ou na *The New Yorker*.”; Francisco Delgado. - In: Goodreads, 28.03.2023. Available from: <https://www.goodreads.com/review/show/5446716912> [04.06.2023]

“Una lectura imprescindible para tomar consciencia de los hábitos que componen no sólo nuestro día a día sino aquellos que tenemos automatizados desde pequeños y que contribuyen a crear lo que concebimos como nuestra identidad.

James Clear nos propone, en términos claros, una noción honesta y directa acerca de la importancia de las acciones que pueden parecer diminutas o insignificantes y cómo éstas actúan en realidad como determinantes de nuestros resultados a largo plazo. Los hábitos

son, en última instancia, los que nos alinean con el éxito o el fracaso.

Además de ejemplos, conceptos y análisis acerca del tema, el autor nos provee de un sencillo método de 4 pasos para integrar nuevos hábitos a nuestra vida en función de lo que queramos lograr. Profundiza, además, en tips para que estas aplicaciones resulten más efectivas y perdurables incluso para el individuo poco motivado.”; Jimena. - In: Goodreads, 29.03.2023. Available from: <https://www.goodreads.com/review/show/5355981590> [04.06.2023]

„Прочетох въпреки огромния надпис на гърба, че е препоръчана от Марк Менсън, когото намирам за посредствен, дори до голяма степен ненужен автор. Затова и подходих с известна доза скепсис - да балансира добрите отзиви, които рано бях получил. Все пак "Атомни навици" не е гениална книга, но е добро обобщение на теорията за създаване и поддържане на навик. Стилът е досадно повтарящ се на моменти: лична история, извод от нея, препоръка, обобщение на главата, следваща част. Но между редовете се намират не само вдъхновяващи и мотивиращи примери (сам авторът казва, че мотивацията не е достатъчна), а немалко практически съвети, които смятам, че са действително полезни. Липсата на нечувани прозрения не пречи да има смисъл и дори малко удоволствие в четенето.

Препоръчвам на всеки, който се интересува от това да преустрои живота си. Всичко онова, което след прочитане звучи очевидно, е все пак полезно да бъде така удобно подредено от някого. Бонус е, че не натоварва и се чете светкавично.”; Vasil. - In: Goodreads, 10.05.2023. Available from: <https://www.goodreads.com/review/show/5539777343> [04.06.2023]

“Un petit livre truffé d'études et d'informations intéressantes sur le fonctionnement du cerveau humain et sur comment favoriser les bonnes habitudes.”; Andree-Anne Racine. - In: Goodreads, 25.05.2023. Available from: <https://www.goodreads.com/review/show/5175049331> [04.06.2023]

“I learned a lot reading this book. Atomic habits is based on the idea that small habits can build over time and have a compounding effect on our life. The book is all about how to build and stay consistent with those good habits, and tackle the bad ones. The author gives us various ways, either through sharing stories of businessmen, athletes, physicians etc, through psychology terms and concepts or through sharing his personal experiences. The book is divided into many sections and the main sections are the 4 laws of behavior change. The 4 laws stated in this book are: Make it obvious, make it attractive, make it easy and make it satisfying. Each section also has an ending chapter that outlines ways to inverse the law to break bad habits. I really enjoyed the chapter summaries and revision of these laws and tactics after the sections end. I think it is worth reading this book if you want to develop good habits, maintain your good habits, or break bad habits.”; Ankriti Pandey. - In: Goodreads, 02.06.2023. Available from: <https://www.goodreads.com/review/show/5480079562> [04.06.2023]

“James Clear writes an easy-to-read manual for changing your habits, giving readers practical tips to start using right away. He encourages you to change the way you think about things (and yourself) rather than just change the way you do the things. Very insightful, very logical. I'm encouraged in my journey to break some bad habits and start some good ones. I will be reading again to reference specific parts of this book often.”; Catherine Ange. - In: Goodreads, 02.06.2023. Available from: <https://www.goodreads.com/review/show/5449138481> [04.06.2023]

“Listened on audiobook and was more so just background noise for me while working and doing things around the house. There were some points though that made me think about my personal habits and how I could make them better! He has good tips but it wasn’t THAT interesting.”; Gabby Shipta. - In: Goodreads, 04.06.2023. Available from: <https://www.goodreads.com/review/show/5586051969> [04.06.2023]

### Коментари в Library Thing:

#### Английски език:

“A new book that covers how you can make small incremental changes over time that lead to large results.

Atomic means small, as in atoms.

I have followed James's Blog (link below) for a number of years and this book covers topics from the blog plus new material.

His back story is interesting and inspiring.

It is a practical book and he provides ideas to increase your good habits and reduce your bad habits - useful strategies to do both are included.

Habits are automatic and many times unconscious, so the more automated and intentional you make your habits the more time you have for other important things.

You may need to read it a couple of times to get the most out of all his suggestions.

Highly recommend.”; Neale. - In: LibraryThing, 07.11.2018. Available from: <https://www.librarything.com/review/162180625> [04.06.2023]

“Not much that was new here if you've read other habits books like Gretchen Rubin's Better Than Before, but it is presented in a way that seems actionable and possibly a little easier to remember. Would have appreciated more emphasis on how to eliminate bad habits, since some of the strategies seem only partially applicable in that respect. Reminded me of Tim Ferriss in parts -- hack your life, optimize everything and you can win the day! -- but not so obnoxious, I won this book for Librarything Early Reviewers but never received my copy, so I checked it out from the library instead.”; Libraryhead. - In: LibraryThing, 28.01.2019. Available from: <https://www.librarything.com/review/161465228> [04.06.2023]

“Fantastic book for building great habits. Useful summaries and concise implementable methodologies ensure this is one book that has a high probability of you implementing the suggestions. If you improve 1 per cent every year versus the rest - think how far ahead you will be in the future. If only I could get my children to read and internalise this book”; Muwaffaq. - In: LibraryThing, 20.03.2019. Available from: <https://www.librarything.com/review/166953897> [04.06.2023]

“If I wasn't of a certain age & experience, I might be more impressed. If this is your first habits book and/or you're young/inexperienced, you may really enjoy it! I read this for one of my book discussion groups. I wouldn't recommend it, particularly; but, it was approachable/quick enough that I'm not salty about it taking up my time. I do have to say that I went for a walk both days I was reading it, so it was at least momentarily effective.” Joyblue. - In: LibraryThing, 14.05.2019. Available from: <https://www.librarything.com/review/168662937> [04.06.2023]

“This book may be good for some folks. It didn't help me with ideas for the habit I'm trying to form (get up when the alarm goes off instead of lolling in bed). I liked Charles Duhigg's book Power of Habit better. More background, less repetition. I will admit that this has more direction on how to form or stop a habit than Duhigg's did. James Clear does quote Duhigg quite a lot. My rating is really because it wasn't what I was looking for. I'm sure it will be just the thing for others.”; Njcur. - In: LibraryThing, 24.06.2019. Available from: <https://www.librarything.com/review/170191163> [04.06.2023]

“As I believe I've mentioned in other reviews, I have a deep aversion to most books that fall within the “self-help” genre, largely for theological reasons that are too difficult to explain here. That and the fact that most books in this genre seem boring, repetitive, and, at the end of the day, not all that helpful. However, I feel that Clear's book proves to be an exception to all those objections. It was enjoyable, fresh, and above all truly helpful.

Obviously, a book on the power of habit to shape our lives and how to shape our habits is not plowing any new ground in the “self-help” world. In fact, throughout the book, Clear gives credit to his forebears in the field, showing both how he builds on and moves beyond others' work. (At the end of the book, he helpfully provides a “For Further Reading” section.) The unique strength of Clear's work is his combination of behavioral modification and cognitive psychology approaches. He does a very good job of not simply explaining how habits work but why habits work in that way. One thing that I particularly appreciated (given my research interests in other areas) was the way that he accounts for the role of emotion in our decision-making processes.

The core insight is obvious. True and lasting improvement happens not all at once but in dozens, hundreds—even thousands—of incremental steps. Our daily habits are the “atoms” of our life and identity. Clear's goal is to prove that the goal is not RADICAL change but MEANINGFUL change, change that moves you closer to the person that you desire to be.

Perhaps one of the reasons I enjoyed this work more than others is that it was a fast read. Let's just say that Clear's style lives up to his name. His prose is easy; each brief chapter follows the same template; he keeps lists to four items or less; he maintains a near-perfect balance between “fact/idea” and “meaning/application.” He includes fascinating details from the burgeoning field of neuroscience and brain studies as well as providing helpful illustrations (many of them personal).

As a theologian/working pastor, I couldn't help but make continual applications to Christian spiritual formation. The so-called “spiritual disciplines” (e.g., prayer, meditation, fasting, etc) are, at the end of day, habits. Discipleship is really a process of

developing spiritual habits. However, this similarity highlights one HUGE difference between Clear’s approach and a Christian view. I reject Clear’s claim that the pursuit of good habits is rooted in our PRIDE in our identity. For Christians, our pursuit of good habits must be ultimately rooted in our humble pursuit of being identified with Christ. We are not trying to develop our OWN identity but to assume HIS identity.

As surprised as I am to say this (given some of my earlier unrecorded comments while passing through the “Self-Help” section of my local Barnes & Noble), this was a genuinely good book. Perhaps not quite a great book but genuinely informative, enlightening, and helpful. In fact, it was good enough that I’ve added a “Personal Growth” section to my own annual reading log; Clear helped me recognize that this category of writing, when done with the level of skill and relevance he demonstrates throughout, is valuable. Reading books like his is a habit I need to develop.”; Jared\_Runck. - In: LibraryThing, 16.07.2019. Available from: <https://www.librarything.com/review/170960765> [04.06.2023]

“Chock full of logical explanations of the psychology of habits. Lots of terminology describing how and why they take control of us. And detailed strategies of how we can take control back. BUT...I felt this was more of a reference book that was smart, made good sense, and could be helpful to some.

I just didn't feel it. And because many habits have emotional components that run deep, brainy reasoning may not work on many others.

Changing cues, environment, motivation as well as making it inconvenient to prevent our acting on our habits are all good ideas. But people and habits can be stubborn and resistant. I know I need something that appeals more to my feelings to get me to just stop my bad habits.

Book is well-written and includes excellent summaries at the end of each chapter. For those people who are practical and logical Atomic Habits may just be the habit-breaking read you need.”; Bookish59. - In: LibraryThing, 24.12.2019. Available from: <https://www.librarything.com/review/175743222> [04.06.2023]

“This book is guilty of every normal transgression in the self-help genre in the 2010s, the most egregious of which is the conflation between psychology and neuroscience. It puts Malcolm Gladwell, Jared Diamond, Scott Adams, and Paul Graham up on a pedestal, which would be incredibly gross if I didn’t know that the book is made from sewing together blog posts that date back to the early 2010s.

But: the actionable content and motivational declarations are useful and pretty good, and the ontology of habits that it lays out is useful. It’s worth reading if you feel yourself descending into an unreflective stupor towards your habits and the self you want to be. Find your why elsewhere, for sure; what of it is in this book consists mostly of gross capitalist self-help nonsense (“exploit exploit exploit!"). But the actual behaviorist methods it espouses are sound.

If you find this book useful but don’t trust yourself to impose the kind of reflection you’d like to do regularly and systematically, you’ll like Complice.co, which I picked

back up after reading this.”; Jtth. - In: LibraryThing, 04.05.2020. Available from: <https://www.librarything.com/review/182924992> [04.06.2023]

“A self help book where you learn how to set up your environment and your time in order to establish good habits and eliminate bad habits. It had some good ideas and was easy to understand. It's definitely not a book to sit and read at one time. Rather its a book that you want to read a little. Try some ideas. And then pick up again later. I probably will look at it again in a few months.”; KamGeb. - In: LibraryThing, 05.06.2020. Available from: <https://www.librarything.com/review/184594566> [04.06.2023]

“Probably the single most helpful self-help book I've yet read. Concise, detailed, with lots well researched of small ideas that are easy to implement into your life. Change a little or change a lot, depending on how deeply you're willing to absorb the techniques in this book, but either way you will walk away with lots of interesting insights into human behavior.”; RyanMcGreer. - In: LibraryThing, 21.09.2020. Available from: <https://www.librarything.com/review/189935870> [04.06.2023]

“Solid book on habits. I found some new tidbits on what to try and how to try them.

This book was much more helpful than most self-help books. It has applicable and novel combinations of habit research that I'm excited to try out. No rambling, egotistical selling on how great the book is and instead a clear focus on what to try and how. Great book to add to your collection.”; pmichuad. - In: LibraryThing, 21.12.2020. Available from: <https://www.librarything.com/review/193941729> [04.06.2023]

“This has been the best book I've read so far in the genre. As someone who is working on starting a small business, I try to read a lot of books about organization, self-improvement, and habit forming. It can be hard to stay organized while working a full time job and trying to start a business. This book has felt most applicable to improving your life even if you're not already a highly educated person with a great paying job. Instead of relying completely on examples of already successful people gaining more success, Atomic Habits uses information from scientific and psychological studies to back much of the advice. It is a quick read and it can give the motivation to get started on changing your habits.”; SMail723. - In: LibraryThing, 07.01.2021. Available from: <https://www.librarything.com/review/193941729> [04.06.2023]

“Habits aren't hard to understand. They're things you keep doing. James Clear tries to make them complex with graphs showing "results" on a curve. There's no evidence that self-improvement is anything but linear, but no matter. His tenets are simple: Make a routine easy, obvious, attractive and satisfying and it becomes habit-forming. Chain simple things together to do a complex thing; find an immediate payoff and you'll stick with it. All useful in finding discipline or making good things happen.”; rynk. - In: LibraryThing, 11.07.2021. Available from: <https://www.librarything.com/review/202824175> [04.06.2023]

“This book provides me with actionable advice on behavior change It provides tangible ideas, including how to develop good habits and avoid harmful habits, as it is based on real-life experiences. Instead of focusing only on the goals, this book teaches me to focus on building a system, which is an environment consisting of precisely designed cues that trigger productive actions.

Above all, I am fascinated by the concept of habit stacking and Goldilock's rule. Finally, this book shapes my mind about self-accountability. Now I have a clear idea of which

habit or action I need to track and what factors to consider.”; Mujtaaba\_v2022. - In: LibraryThing, 23.03.2022. Available from: <https://www.librarything.com/review/213265428> [04.06.2023]

“Habits are action that we do without thinking. They can be good - flossing teeth before bedtime for example - or bad - being triggered to snack while watching evening television.

The premise of this book is to progressively make good habits easy to accomplish and bad habits harder to do. There are some thought-provoking ideas. I especially like the technique of habit chaining - adding one additional habit to my usual bedtime or morning routine, for example.

I found it a useful read; small changes can definitely add up.”; streamsong. - In: LibraryThing, 29.05.2022. Available from: <https://www.librarything.com/review/214717682> [04.06.2023]

“I always take self-help books with a generous pinch of salt and have yet to read one that's fundamentally changed my life, but the better ones can be good reminders of things we know but have forgotten along the way.

The gist of this book is to provide some pointers around how to make positive habits stick and get into the mindset of small, incremental improvements (around anything you like - exercise, work, character traits, etc.), as well as how to ditch bad habits.

For the good habits, he looks at ways to make your habit obvious to you (lock yourself down in writing to what you're going to do when and where, and habit stack, e.g. if you want to work on your marriage, 'every time I get into bed at night I'll kiss my husband / wife', or for exercise 'every night I take off my work clothes I'll change into my workout gear', etc.). Conversely, if you want to ditch a bad habit make it invisible - remove your environment cues (obvious one, but get rid of the packet of biscuits if you're wanting to lose weight, for instance).

The next option is to make a habit attractive by pairing it with something you like / enjoy. If I give up my Starbucks Monday to Friday I'll allow myself to buy a new book every Saturday, for instance. Alternatively, join a community that encourages you to stick to your habit through their positivity about the habit (e.g. a really strong gym tribe), as we're mostly naturally primed to want to please people we admire. Inverting that for bad habits, it's reframing your mindset by focusing on all the benefits of avoiding your bad habit (if I avoid this cigarette I am helping myself to avoid an early death, my clothes and breath will smell nicer, I will have money for a holiday at the end of the year with all the money I've saved).

The third rule is make your habit easy so you're more likely to stick with it, especially aiming to downscale your habit to 2 minutes. For instance, rather than the good habit being 'do 30 minutes of yoga' the habit can be 'get your yoga mat out'. The point being if you make it less onerous you're more likely to start and then keep at it. Conversely, make your bad habits more difficult (e.g. lock your phone away in a drawer at 7pm every night if your bad habit is mindlessly wasting hours on social media scrolling).



The last rule is to make your habit satisfying. If you've started weight lifting, keep a record of your workouts so you can see you're progressing, or keep a weekly log of your body measurements so you can see improvement happening. Or pair it with something you enjoy - when I do 10 sit ups I can have a cup of coffee. To make a bad habit unsatisfying, create a habit contract with someone so if you fall off the wagon your fall is public and painful, or ask someone to be your accountability partner.

Like I said, nothing ground-breaking, but the reinforcement of these approaches in this book does make the ideas stick in your head some.

3.5 stars - A useful book to dip in and out of in the future, especially when you're wanting to take a big step on something that feels difficult.”; AlisonY. - In: LibraryThing, 24.06.2022. Available from: <https://www.librarything.com/review/219203044> [04.06.2023]

“A book worth reading

Atomic habits combines the latest ideas on habit formation and cultivation . If you are a fan of Charles Duhigg’s work . This book will be the next step . James has lived as a prime example of most of the important ideas he shared in the book . The only reason I give 4 stars is because this work is a derivative of many popular books . There is very little original research . Except for that , I would strongly recommend this book to almost everyone.” Rayravi. - In: LibraryThing, 13.08.2022. Available from: <https://www.librarything.com/review/222662162> [04.06.2023]

“I didn't think I'd get much out of Atomic Habits but hoped for one or two interesting tidbits that I could incorporate into my life. Once you're as old as I am, you've heard so many tips and tricks and "life-changing advice" that there's rarely anything offered up in a self-help book that's new. But Atomic Habits surprised me. I've already incorporated one idea into my daily routine and feel good about it.

The thing I liked the most about the book is that the author doesn't pretend to be perfect or have it all figured out but he presents plenty of tiny real-life options that, when added together, can make big changes.”; amcheri. - In: LibraryThing, 05.01.2023. Available from: <https://www.librarything.com/review/232437376> [04.06.2023]

“I’ve heard about this book for years but didn’t have a chance to read it until recently, when I found it as an audiobook in our online library system. This is a very useful book. If you’re wanting to up your game or make some sort of progress in your life, this book could be just the thing you need. For a long time, I’ve set goals and then wallowed in uncertainty as to how to actually achieve them...but in this book, Clear gives repeatable, simple advice for how to start, how to motivate yourself, and how to make definite progress. The techniques taught in this book apply across a vast swath of our everyday lives, not just in the business world. Simple, systematic, and straightforward, this book doesn’t take too long to read, but it’s one that many would find beneficial.

There were some elements of the book that I didn’t appreciate so much—assumptions around our evolutionary ancestors, almost an “if it’s good for you, it’s good” attitude, some thoughts along the lines of “you can be whoever you want to be”, a few somewhat crude references—but leaving those aside, I appreciated the bulk of the book, and

wouldn't be surprised if I end up rereading it eventually.

Since reading the book, I've put some of his techniques into practice, and I'm seeing a marked improvement already. Whether what I'm doing right now is sustainable long-term or not is another question, but I feel like I've been given a few tools that I'll be able to use over and over in life, and for that, I'm grateful this book was published.

Recommended for readers aged 18 on up.”; EstherFilburn. - In: LibraryThing, 26.01.2023. Available from: <https://www.librarything.com/review/233925522> [04.06.2023]

“I read it because I was curious about why Audible was always recommending it to me. It was fine. The advice wasn't bad or anything.

The problem I always have with this type of book is that they try to show you how to become efficient at leading a fulfilling life, but the authors all seem to be robots whose idea of a fulfilling life is to go to the gym every day, meditate, and publish blog posts about success mindset.”; NickEdkins. - In: LibraryThing, 27.05.2023. Available from: <https://www.librarything.com/review/241220694> [04.06.2023]

#### Испански език:

“hábito: Una rutina o práctica que se realiza de manera regular; una respuesta automática a una situación específica.

atómico: -Una cantidad extremadamente pequeña de una cosa, la unidad más pequeña e irreductible que forma parte de un sistema mayor.

-La fuente de una inmensa energía o poder.

A menudo pensamos que para cambiar de vida tenemos que hacer transformaciones drásticas. Nada más lejos de la realidad. Según el reconocido experto en hábitos James Clear, el auténtico cambio proviene del resultado de cientos de pequeñas decisiones, como hacer dos flexiones al día, levantarse cinco minutos antes o hacer una corta llamada telefónica.

Clear llama a estas decisiones "hábitos atómicos": tan pequeños como una partícula, pero tan poderosos como un tsunami. Nos revela fuerzas ocultas que moldean nuestro comportamiento-desde nuestra mentalidad, pasando por el ambiente y llegando hasta la genética- y nos demuestra exactamente cómo esas variaciones minúsculas pueden crecer hasta llegar a renovar nuestra carrera profesional, nuestras relaciones y todos los aspectos de nuestra vida. Aprenderás a darte tiempo para desarrollar nuevos hábitos, superar la falta de motivación y fuerza de voluntad, a diseñar un ambiente que te facilite alcanzar el éxito y a regresar al buen camino cuando te hayas desviado un poco. Una contribución fascinante para cambiar el modo en que vivimos nuestro día a día.”; joanra21. - In: LibraryThing, 28.11.2020. Available from: <https://www.librarything.com/review/190985136> [04.06.2023]

“En sí está bien si no te has leído ningún libro de autoayuda, pero si llevas ya unos cuantos solo repite lo mismo que todos.”; yunasimunen. - In: LibraryThing, 03.03.2023 Available from: <https://www.librarything.com/review/236042078> [04.06.2023]

“A menudo pensamos que para cambiar de vida tenemos que pensar en hacer cambios grandes. Nada más lejos de la realidad. Según el reconocido experto en hábitos James Clear, el cambio real proviene del resultado de cientos de pequeñas decisiones:

hacer dos flexiones al día, levantarse cinco minutos antes o hacer una corta llamada telefónica.

Clear llama a estas decisiones “hábitos atómicos”: tan pequeños como una partícula, pero tan poderosos como un tsunami. En este libro innovador nos revela exactamente cómo esos cambios minúsculos pueden crecer hasta llegar a cambiar nuestra carrera profesional, nuestras relaciones y todos los aspectos de nuestra vida.”; bibliotecayamaguchi. - In: LibraryThing, 15.03.2023 Available from: <https://www.librarything.com/review/236778799> [04.06.2023]

#### Чешки език:

“ Nezáleží na tom, co přesně chcete změnit, Atomové návyky vám s tím pomohou. James Clear, jehož blog čte měsíčně milion čtenářů, vydestiloval to nejlepší z biologie, psychologie a neurověd, aby vás naučil dosáhnout cílů. Pomocí drobných každodenních kroků - stačí 1% změna každý den - objevíte své nové já. Prvního ledna víme všichni přesně, desátého je vše při starém. Možná byste i zvládli přestat kouřit, zhubnout, přibrat, cvičit, šetřit, být pořádnější, pracovitější, lepší... - kdybyste opravdu chtěli. Pravda je však taková, že naší nejhlubší motivací je lenost a pohodlí. A navzdory tomu, co vám říká okolí nebo vy sami sobě, to z naší strany není hloupá strategie. Energie je vzácná a mozek je nastavený tak, aby jí za všech okolností šetřil. Bojujeme proti velké síle a problém není v nás, ale v systému!

Po přečtení této knihy budou však pro vás pokroky snadné. Pochopíte čtyři zákony behaviorální změny a získáte sadu praktických nástrojů, strategií, tipů a triků, jak všechny nástrahy překonat. Zažijete spoustu překvapivých "aha" momentů a odhodlání dotáhnout to tentokrát do konce vás už neopustí. Práce na sobě a na dosažení svého potenciálu je dlouhodobý proces. Ale z dlouhodobého hlediska se kvalita našeho života odvíjí od kvality našich návyků, proto stojí za ty lepší bojovat.

Nepolevujme ve snaze zlepšit se o jedno procento, to zvládneme všichni!”; sochise. - In: LibraryThing, 13.05.2020 Available from: <https://www.librarything.com/review/183305634> [04.06.2023]

## 1.2. Симултанна (директна) обратна връзка с автора

Коментари за книгата „Атомни навици“ от автора могат да бъдат намерени на неговия официален уебсайт.

## 1.3. Коментари в български онлайн книжарници

Ще бъдат отразени коментари в сайтовете на книжарниците „Хеликон“ (Helikon) и „Сиела“ (Ciela) и сайтовете за продажба на книги „Озон“ (ozone.bg) и Store.bg. Коментарите са разделени спрямо изданието, което е коментирано и в хронологичен ред.

#### Коментари в „Хеликон“ (Helikon):

Коментари не бяха открити.

### Коментари в „Сиела“ (Ciela):

Коментари не бяха открити.

### Коментари в „Озон“ (ozone.bg):

„Прекрасна! Препоръчвам :)“; Megi. - In: Ozon.bg, 25.11.2019. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Препоръчвам на всеки аз и книга! Изключително добре написана и с безброй практични съвети за справяне с мързела!“; Виктор. - In: Ozon.bg, 27.12.2019. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Най-накрая някой да събере в книга как и защо да си изградим добри навици и да се отървем от лошите! Препоръчвам я горещо, няма да съжालвате! Увлекателна и интересна, съдържа много практични насоки!“; Мартина. - In: Ozon.bg, 05.12.2020. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Книгата е полезна и доста интересна. За съжаление превода е малко разточителен на места, а заглавието на предната корица, макар и красиво, след четене се изтърка.“; Александър Петков. - In: Ozon.bg, 29.11.2021. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Останах малко разочарована“; Мирослава. - In: Ozon.bg, 23.07.2022. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Книгата е много интересна и полезна, но за много хора, които не търсят подобрения в живота си ще е безинтересна.“; Gian. - In: Ozon.bg, 16.10.2022. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Полезна книга, без излишно философстване и разтягане на локуми. Прочел съм доста книги за навиците и повечето преповтарят няколко основни идеи, като не всички са приложими на практика. Тази е различна. Ако трябва да избира единствена книга по темата за библиотеката ми, тя ще е тази.“; Димитър. - In: Ozon.bg, 06.12.2022. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Уникална книга!“; Борис. - In: Ozon.bg, 13.12.2022. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Доста добре е обяснено как да организирате живота си в посоката която желаете.“; Иван Иванов. - In: Ozon.bg, 28.12.2022. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

„Прекрасна, много полезна! Препоръчвам!“; Tatyana. - In: Ozon.bg, 31.01.2023. Available from: <https://www.ozone.bg/product/atomni-navitsi> [04.06.2023]

### Коментари в Store.bg:

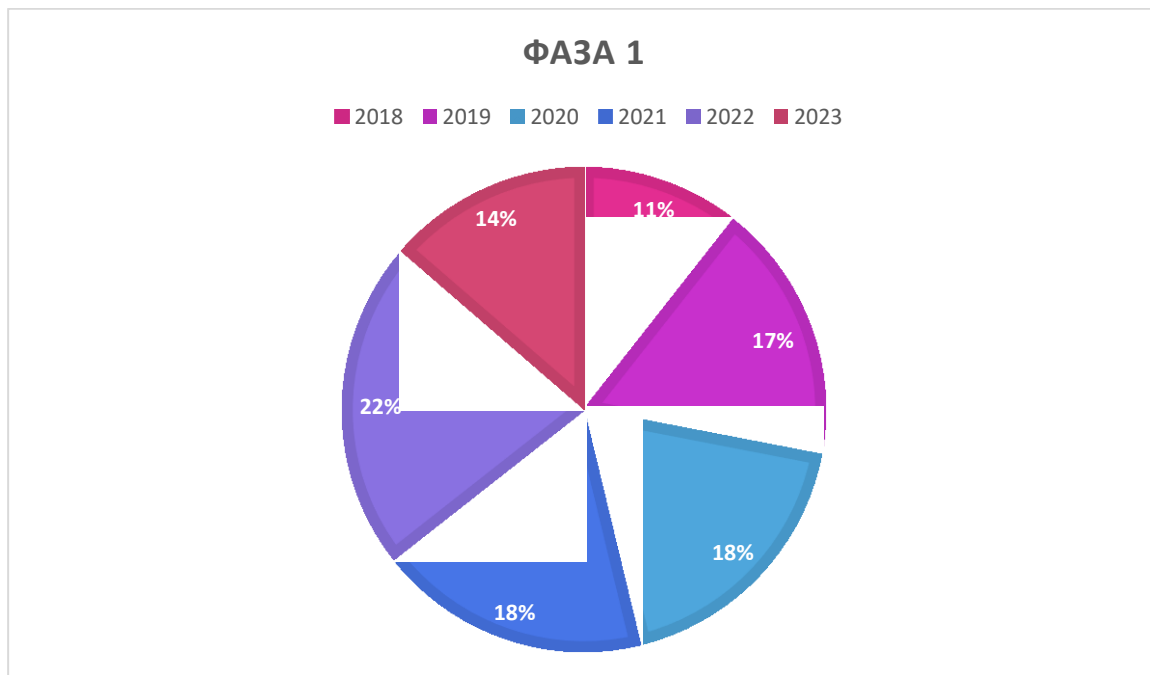
Коментари не бяха открити, но рейтингът на книгата е 9.60/10 при гласували петима души.

## Изводи за Фаза 1:

Книгата „Атомни навици“ има:

1. Общо 132 проследени и отразени коментара в социалните мрежи
2. 96 проследени коментара в социалната мрежа Goodreads, като 63 са на английски език, 9 на испански език, 7 на немски език, 4 на български език, 4 на турски език, 3 на туски език, 3 на френски език, 2 на румънски език и 1 на италиански език език.
3. Общо 24 представени коментара в социалната мрежа LibraryThing, от които 20 са на английски, 3 на испански език и 1 на чешки език.
4. Обратна връзка с автора относно книгата може да бъде открита в неговия официален сайт.
5. Бяха открити 10 коментара на български език в онлайн книжарницата „Озон“ (ozone.bg).

На база проучването във фаза 1 книгата „Атомни навици“ се е осъществила като медия, заради наличието на голямо количество обратна връзка.



Диаграма 1. Коментари в социалните мрежи и онлайн книжарниците в периода октомври 2018 - юни 2023 г.

## Фаза 2. Номинална (формална) обработка

Във втора фаза ще бъде проучено в кои чуждестранни и български дигитални каталози фигурира книгата „Атомни Навици“. Ще бъдат изследвани и виртуални книготърговски каталози, в които може да е отразена книгата.

### 2.1. Дигитални каталози на библиотеките в чужбина

**Brooklyn Public Library**

(<https://www.bklynlibrary.org/item?b=12151990>)

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results : An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 320 p.; 24 cm.

ISBN (10): 0735211299

ISBN (13): 9780735211292

**Beverly Hills Public Library**

(<https://roxbury.beverlyhills.org/search/?searchtype=Y&searcharg=atomic+habits&sortdropdown=&SORT=DZ&extended=0&SUBMIT=Search&searchlimits=&searchorigarg=Ytruly+madly+guilty%26SORT%3DDZ>)

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 306 p.; 24 cm.

ISBN (10): 0735211299

ISBN (13): 9780735211292

**New York Public Library**

(<https://nypl.na2.iivega.com/search/card?id=f5d705bb-3dd1-500b-a306-f6d0420fbe64&entityType=FormatGroup>)

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 306 p.; 24 cm.

ISBN: 9780735211308

**Российская Государственная библиотека**

(<https://search.rsl.ru/ru/search#q=atomic%20habits>)

Atomic habits: крошечные изменения, замечательные результаты: простой и проверенный способ построить хорошие привычки и нарушать плохие из / Джеймс Клиер. - Нью-Йорк: Avery, cop. 2018. - IX, 306, [3] p: il., table; 23 cm. ;

ISBN: 9780593189641

## 2.2 Световни виртуални каталози

### AllBookstores.com

(<https://www.allbookstores.com/Atomic-Habits-Easy-Proven-Way/9780593189641>)

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 320 p.

ISBN (10): 1250304180

ISBN (13): 9781250304186

### Amazon.com

([https://www.amazon.com/Atomic-Habits-James-Clear-audiobook/dp/B07RFSSYBH/ref=sr\\_1\\_1?keywords=atomic+habits&qid=1685873375&prefix=atomic+ha%2Caps%2C239&sr=8-1](https://www.amazon.com/Atomic-Habits-James-Clear-audiobook/dp/B07RFSSYBH/ref=sr_1_1?keywords=atomic+habits&qid=1685873375&prefix=atomic+ha%2Caps%2C239&sr=8-1))

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 320 p.

ISBN (10): 1847941834

ISBN (13): 9781847941831

### WorldCat

(<https://www.worldcat.org/title/1120075694>)

Clear, James. Atomic Habits: Tiny Changes, Remarkable Results: An Easy & Proven Way to Build Good Habits & Break Bad Ones. New York: Avery, an imprint of Penguin Random House, 2018. - 320 p.

ISBN (10): 0593207092

ISBN (13): 9780593207093

### **2.3. Български дигитални книготърговски каталози**

**ozone.bg**

<https://www.ozone.bg/product/atomni-navitsi>

Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - Хермес, 2019 - 360 с.

ISBN: 9789542619451

**helikon.bg**

<https://m.helikon.bg/220956-Атомни-навици.html>

Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - Хермес, 2019 - 360 с.

ISBN: 9789542619451

**hermesbooks.bg**

<https://hermesbooks.bg/atomni-navici.html>

Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - Хермес, 2019 - 360 с.

ISBN: 9789542619451

**ciela.com**

<https://www.ciela.com/atomni-navitsi.html>



Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - Хермес, 2019 - 360 с.

ISBN: 9789542619451

**knizhen-pazar.net**

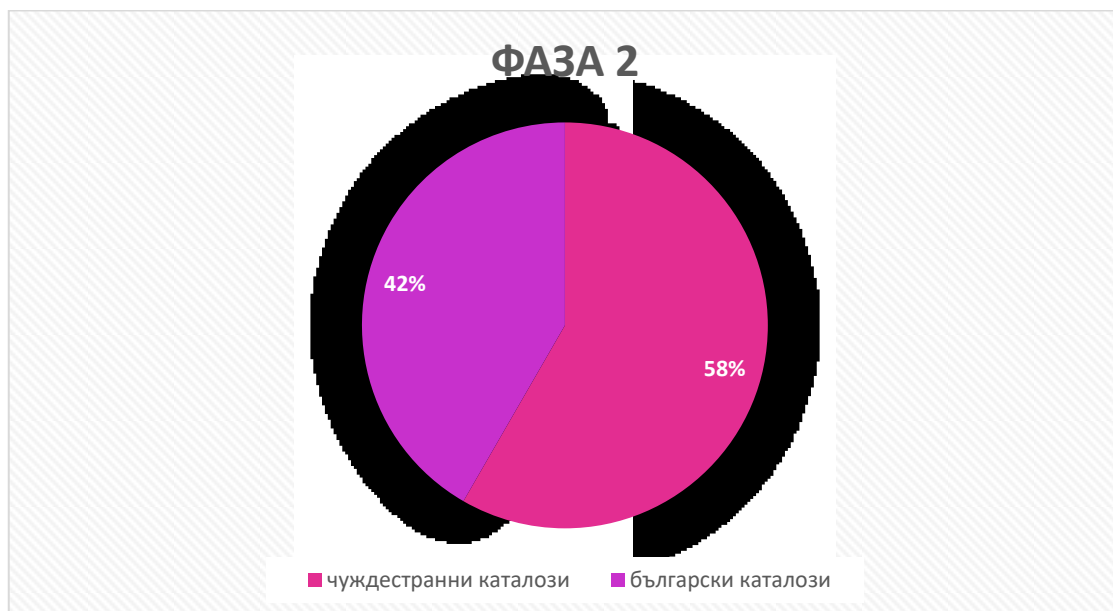
(<https://knizhen-pazar.net/books/search?q=атомни+навици&in=all>)

Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - Хермес, 2019 - 360 с.

ISBN: 9789542619451

## Изводи за Фаза 2

Книгата „Атомни навици: Минимална промяна, забележителни резултати“ е отразена с метаданни в най-малко 7 чуждестранни онлайн каталога и библиотеки и в 5 виртуални български търговски каталога.



Диаграма 2. Номинална (формална) обработка - библиографско описание, издание

## Фаза 3. Редукция (аналитико-синтетична обработка) на съдържанието

Във Фаза 3 ще бъдат търсени анотациите, анонсите, резюметата и съкратените версии на книгата „Атомни навици: Минимална промяна, забележителни резултати“ на Джеймс Клиър, както и новините и съобщенията за нея.

### 3.1. Анотации

Clear, James. Atomic habits: tiny changes, remarkable results. - In: Goodreads, 18.10.2018. Available from: [https://www.goodreads.com/book/show/40121378-atomic-habits?ac=1&from\\_search=true&qid=VjLUykT8MX&rank=1](https://www.goodreads.com/book/show/40121378-atomic-habits?ac=1&from_search=true&qid=VjLUykT8MX&rank=1) [06.06.2023]

Клиър, Джеймс. Атомни навици: Минимална промяна, забележителни резултати. - In: Хеликон, 2018. Available from: <https://m.helikon.bg/220956-%D0%90%D1%82%D0%BE%D0%BC%D0%BD%D0%B8-%D0%BD%D0%B0%D0%B2%D0%B8%D1%86%D0%B8.html> [06.06.2023]

Hornsby, Aidan. Notes on Atomic Habits. - In: Medium, 31.05.2020. Available from: <https://medium.com/@aidanhornsby/notes-on-atomic-habits-c021e38eeae7> [06.06.2023]

Eliason, Nat. Atomic Habits by James Clear. - In: Nateliason, [2022]. Available from: <https://www.nateliason.com/notes/atomic-habits-james-clear> [06.06.2023]

Clear, James. Atomic Habits Summary. - In: James Clear, [2023]. Available from: <https://jamesclear.com/atomic-habits-summary> [06.06.2023]

### 3.2. Резюме, реферат и съкратени версии

Summary of Atomic Habits by James Clear [online]. - In: Goodreads 06.12.2018. Available from: [https://www.goodreads.com/book/show/43172223-summary-of-atomic-habits-by-james-clear?from\\_search=true&from\\_srp=true&qid=C7cd5TCafp&rank=4](https://www.goodreads.com/book/show/43172223-summary-of-atomic-habits-by-james-clear?from_search=true&from_srp=true&qid=C7cd5TCafp&rank=4) [06.06.2023]

Summary of Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones [online]. - In: Goodreads, 27.12.2018. Available from: [https://www.goodreads.com/book/show/43382665-summary-of-atomic-habits?from\\_search=true&from\\_srp=true&qid=C7cd5TCafp&rank=6](https://www.goodreads.com/book/show/43382665-summary-of-atomic-habits?from_search=true&from_srp=true&qid=C7cd5TCafp&rank=6) [06.06.2023]

SUMMARY: ATOMIC HABITS: An Easy & Proven Way to Build Good Habits & Break Bad Ones [online]. - In: Goodreads, 02.05.2019. Available from: [https://www.goodreads.com/book/show/45446989-summary?from\\_search=true&from\\_srp=true&qid=C7cd5TCafp&rank=2](https://www.goodreads.com/book/show/45446989-summary?from_search=true&from_srp=true&qid=C7cd5TCafp&rank=2) [06.06.2023]

Summary and Analysis: Atomic Habits : An Easy & Proven Way to Build Good Habits & Break Bad Ones [online]. - In: Goodreads, 12.11.2019. Available from: [https://www.goodreads.com/book/show/48768835-summary-and-analysis?from\\_search=true&from\\_srp=true&qid=C7cd5TCafp&rank=9](https://www.goodreads.com/book/show/48768835-summary-and-analysis?from_search=true&from_srp=true&qid=C7cd5TCafp&rank=9) [06.06.2023]

Summary of Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones by: James Clear | a Go BOOKS Summary Guide [online]. - In: Goodreads, 04.12.2019. Available from: [https://www.goodreads.com/book/show/49214655-summary-of-atomic-habits?from\\_search=true&from\\_srp=true&qid=C7cd5TCafp&rank=13](https://www.goodreads.com/book/show/49214655-summary-of-atomic-habits?from_search=true&from_srp=true&qid=C7cd5TCafp&rank=13) [06.06.2023]

Menendez, Maria Morales. INSIDER: Atomic Habits [online]. - In: Keller Center Research Report, December 2020, Volume 13, Issue 4. Available from: <https://www.baylor.edu/business/kellercenter/news.php?action=story&story=220960> [08.06.2023]

Healey, David, Jessica Love and Lisa Teitler. Using Atomic Habits, Mindset Interventions, and Other Simple Steps to Reimagine Student Success [online]. - In: Purdue Global, 2021. Available from: <https://purdueglobal.dspacedirect.org/server/api/core/bitstreams/92e78c4f-9bc3-4464-b303-a26ea647ef4f/content> [08.06.2023]

Shnayder-Adams, M. Michelle, and Aarti Sekhar. Micro-habits for life-long learning [online]. - In: Springer Link, 05.07.2021. Available from: <https://link.springer.com/article/10.1007/s00261-021-03185-7>

Buono, Jules. Guide to James Clear's Atomic Habits: Quotes, Summary & Review [online]. - In: The literary lifestyle, 06.06.2023. Available from: <https://www.julesbuono.com/atomic-habits-quotes> [06.06.2023]

Silvestre, Daniel. Atomic Habits by James Clear: Summary and Lessons [online]. - In: DanSilvestre, [2018-2023]. Available from: <https://dansilvestre.com/summaries/atomic-habits-james-clear>

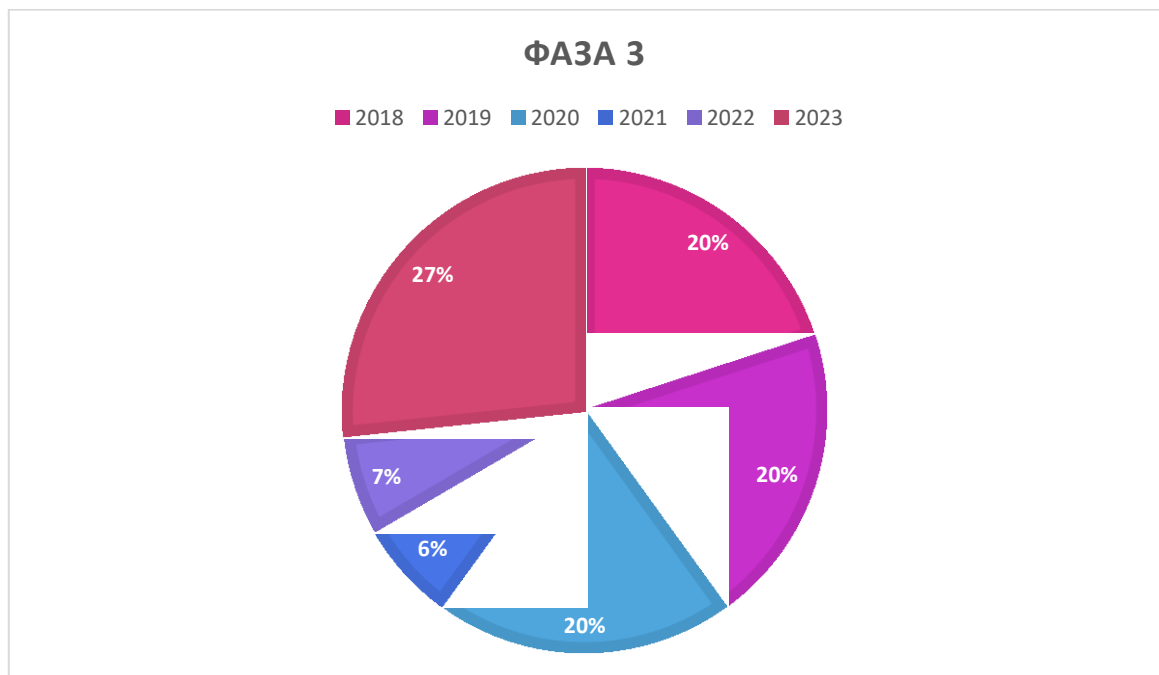
Kowalski, Kyle. Building Better Habits with “Atomic Habits” by James Clear (Book Summary) [online]. - In: Sloww, [2015-2023]. Available from: <https://www.sloww.co/atomic-habits-james-clear>

### Изводи за Фаза 3

Книгата на Джеймс Клиър „Атомни навици: Минимални промени, забележителни резултати“ има четири анотации, написана на английски език, сред които една преведена на български език.

В сайта “Goodreads” има общо 5 книги, представляващи резюмета или съкратени версии на творбата на Джеймс Клиър, като две от тях включват и анализ към творбата. Всичките пет книги са свързани единствено с произведението “Атомни навици: Малки промени, забележителни резултати” и не се отнасят за други произведения на автора.

Няма резултати за анонси, свързани с книгата, като причина за това е липсата на екранизации.



Диаграма 3. Редукция (аналитико-синтетична обработка) на съдържанието в периода 2018-2023 г.

## Фаза 4. Репродукция (деривация) на книгата

Във Фаза 4 ще бъдат търсени преводи, различни формати на книгата и цитирания на книгата „Атомни навици: Минимални промени, забележителни резултати“ от Джеймс Клиър.

### 4.1. Преводи

Книгата „Атомни навици: Минимални промени, забележителни резултати“ е преведена на повече от 50 езика, сред които френски, испански, италиански, немски и български.

Clear, James. *Un rien peut tout changer*. - Larousse, 2019.

Clear, James. *Hábitos atómicos: Un método sencillo y comprobado para desarrollar buenos hábitos y eliminar los malos*. - Paidós México, 2019.

Clear, James. *Atomic habits. Piccole abitudini per grandi cambiamenti. Trasforma la tua vita un piccolo passo per volta*. - De Agostini, 2019.

Clear, James. *Die 1%-Methode - Minimale Veränderung, maximale Wirkung*. - Goldmann Verlag, 2020.

Клиър, Джеймс. Атомни навици. - ИК Хермес, 2023.

## 4.2. Формати

Книгата „Атомни навици: Минимални промени, забележителни резултати“ е издадена в 7 различни печатни издания на английски език - две с твърди корици и пет с меки корици. Книгата е издадена и в едно електронно и две аудио издания.

Clear, James. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. - James Clear, 2018. - 168 p. ISBN 978-1804220207

Clear, James. Atomic Habits: the life-changing million-copy #1 bestseller. - Random House Business, 2018. - 320 p. ISBN 978-1847941831

Clear, James. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. - Random House, 2018. - 168 p. ISBN 978-1804225783

Clear, James. Atomic Habits: the life-changing million-copy #1 bestseller. - Cornerstone Digital, 2018. - 277 p. ISBN 978-1847941831

Clear, James. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. - Penguin Group USA, 2019. - ISBN 978-0593207093

## 4.3. Цитиране

Цитати или откъси от книгата „Атомни навици: Минимални промени, забележителни резултати“ на Джеймс Клиър са поместени в следните онлайн източници:

Ghosh, Kaustav. James Clear Atomic Habits Quotes, His Bio and Advice. - In: BrilliantRead Media, 18.05.2019. Available from: <https://www.brilliantread.com/james-clear-bio-advice-and-quotes-on-habits> [05.06.2023]

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Buono, Jules. Guide to James Clear’s Atomic Habits: Quotes, Summary & Review. - In: The Literary Lifestyle, 11.05.2023. Available from: <https://www.julesbuono.com/atomic-habits-quotes> [05.06.2023]

Kininmonth, Christine. Our favorite quotes from Atomic Habits by James Clear. - In: The Growth Faculty, 15.05.2023. Available from: <https://www.thegrowthfaculty.com/blog/topquotesatomichabits> [05.06.2023]

Спасов, Любен. „Атомни навици“ - За да проработи системата, трябва да бъде разбрана. - В: Book Adventure Club, 12.05.2019. Available from: <https://www.bookadventureclub.com/2019/12/blog-post.html> [05.06.2023]

Фурнаджиева, Силвина. Нова година, нови „Атомни навици“ с Джеймс Клиър. - В: Az cheta, 22.12.2019. Available from: <https://azcheta.com/atomni-navitsi-dzhejms-kliar> [05.06.2023]

Атомни навици. Минимална промяна, забележителни резултати - Джеймс Клиър. - В: 4eti.me, 02.05.2021. Available from: <https://4eti.me/atomic> [05.06.2023]

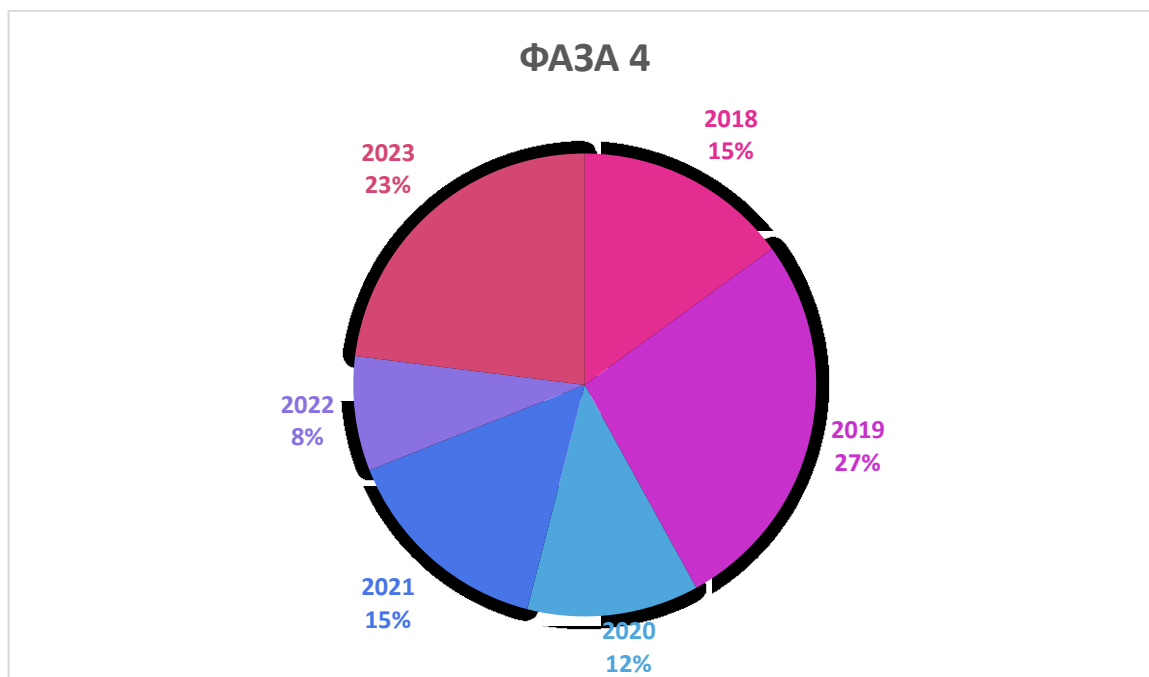
Пенев, Даниел. „Атомни навици“ за молекулни резултати и удовлетворение. - В: danipenev.net, 28.06.2021. Available from: <https://danipenev.net/atomni-navici-james-clear> [05.06.2023]

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## Изводи за Фаза 4

Книгата „Атомни навици: Минимални промени, забележителни резултати“ е обект на репродукция (деривация) 26 пъти. В настоящия резонанс за упоменати 5 превода, 5 издания и цитирания от 16 онлайн източника. 2018 - 4 пъти (15%), 2019 - 7 пъти (27%), 2020 - 3 пъти (12%), 2021 - 4 пъти (15%), 2022 - 2 пъти (8%), 2023 - 6 пъти (23%).

Резултатите от Фаза 4. Репродукция (деривация) на книгата доказват, че книгата „Атомни навици: Минимални промени, забележителни резултати“ се е осъществила като медия, защото има чуждоезикови преводи и е издавана в няколко формата.



Диаграма 4. Репродукция на книгата в периода 2018 - май 2023 г.

## Фаза 5. Текуща (оперативна) критика

Във Фаза 5 ще бъдат търсени отзиви и рецензии в медиите и публикуваните ревюта (читателски прегледи) за книгата „Атомни навици: Минимални промени, забележителни резултати“ от Джеймс Клиър. Ще бъдат търсени и интервюта с автора относно „Атомни навици: Минимални промени, забележителни резултати“ и списъци с препоръчителни библиографии, в които е включена книгата.

### 5.1. Отзиви и рецензии в медиите

This is an excellent book about habits and how to make small but long-lasting ones. The author provides many useful advises and I'm going to use them immediately in my daily life.“; Viet. - In: Goodreads, 19.10.2018. Available from: <https://www.goodreads.com/review/show/2566793996> [07.06.2023]

„An incredible book! I knew habits were an important aspect to understand but this book takes that understanding to a whole new level - providing insight into the how and why of altering your habits in a systematically functional way that is sustainable in the long run. The lessons within can help to positively reshape aspects of your life, both personally and professionally. It's an enjoyable read with an impact I have yet to find in other books.“; Ali Tankiewicz. - In: Goodreads, 21.10.2018. Available from: <https://www.goodreads.com/review/show/2526796196> [07.06.2023]

„I bumped into this book though a tweet from Tim Urban said: "no one is better at explaining habits than James Clear", and it is! This is a perfect Applied-habits changing

book for every one, who want to break bad habits and create a good one step by step and examples. He shows an incredible writing skills - very practical, easy to understand and convincible. Highly recommend for someone who struggling with habits.“; Nam Hoang. - In: Goodreads, 22.10.2018. Available from: <https://www.goodreads.com/review/show/2500742973> [07.06.2023]

„This is basically reinforcement for Duhigg’s books on habits. There is some good advice-get rid of obstacles, use cues of things you like to do with things you need to do (i.e., everytime you check facebook, do pushups or whatever). It’s good advice, but nothing new or unique.“; Mehrsa. - In: Goodreads, 12.11.2018. Available from: <https://www.goodreads.com/review/show/2592393233> [07.06.2023]

„I’ve got to this book to look for new ideas I could use for a class I’m preparing. I’ve found nothing new. It’s full of really lame interpretations and ideas simplified to the extreme taken from other authors (The Power of Habit - Duhigg, Flow - Csikszentmihalyi) mixed with clearly made up or modified stories (that you’ve read many times before) if you want an unchallenging self-help step by step manual to help you to improve habits and understand their nature in the simplest way possible, this book might be for you, if you’re an assiduous reader and have read some basics on behavior and psychology save your self a couple evenings and a few bucks and invest them in a more serious and challenging book.“; Raúl Yslas. - In: Goodreads, 19.03.2019. Available from: <https://www.goodreads.com/review/show/2751970873> [07.06.2023]

„Terrible book

Points are obvious. I thought that this was going to be more about the neuroscience behind habits, but it’s just another self-help book.“; Bree. - In: Goodreads, 15.05.2019. Available from: <https://www.goodreads.com/review/show/2822685825> [07.06.2023]

„Randomly started listening to this one because I’m trying to get out of my reading slump and I reaaaally enjoyed it! Some tips were super helpful!“; Basically Britt. - In: Goodreads, 12.09.2019. Available from: <https://www.goodreads.com/review/show/2973296154> [07.06.2023]

„Great book on habits especially as he comes at them from the power of micro-habits, something I have been a proponent of for a long time, especially for moms who don’t ever get large chunks of time. Learning to value small moments to effect change is key for moms.“; Cindy Rollins. - In: Goodreads, 20.01.2020. Available from: <https://www.goodreads.com/review/show/3130710701> [07.06.2023]

„I liked it. I had a lot of moments of clarity, and a few where I was like “uhhhh I have kids I can’t sign an agreement, I need more grace with my habits.” I would recommend it to someone who doesn’t have ALL of nothing personality. Especially in habits.“; Ashley Marshall. - In: Goodreads, 27.04.2020. Available from: <https://www.goodreads.com/review/show/2608168777> [07.06.2023]

„It’s complicated ... my relationship with self-help books that is. On one hand, I’m one of those people who always wants to learn and improve, while also getting in my own way due to character/personality flaws, which I’m well acquainted with, which is why, occasionally, I read yet another self-help book, hoping to get inspired or to learn something that will result in me taking action.

I heard about this book from different sources which propelled me to put it on hold.



My usual scepticism was pretty quickly sent to smithereens. First of all, Clear is a very good narrator, he's got a lovely voice and accent. Second, he didn't try to sell me anything. Third, the book is very matter of fact, with a mix of psychology, examples and, most importantly, actionable steps. Also, it didn't have any spiritual mambo jumbo something that grinds my gears.

So if you want to acquire new habits or drop some bad ones, this might help you.“; Bianca. - In: Goodreads, 15.06.2020. Available from: <https://www.goodreads.com/review/show/3392877756> [07.06.2023]

„The first great book about habits was the Power of Habit. That book was quite theoretical and difficult to apply. This book, Atomic Habits, has a completely different approach. James Clear focused on writing a book that goes deep into every single step of habit creation from a practical point of view. At the end of the day, who we are and what we will achieve depends so much on these small habits that we do every day. James Clear argues, that focusing only on improving those habits will lead to much bigger changes and accomplishments.

My top 3 takeaways from this book are:

\* Forget about goals, focus on the system instead.

\* Change your identity to change your habits.

\* Motivation is overrated. Design the environment to support your habits...“; Greg Swierad. - In: Goodreads, 23.06.2020. Available from: <https://www.goodreads.com/review/show/2576986768> [07.06.2023]

„I was wanting a change in my life and my routine. This booked helped me create better habits and more importantly, explained how to stick to them. James Clear has helpful tools to break bad habits, create new ones, and explains how tiny changes can lead to big results. While I usually take my time with reading self-help books, this one was really interesting and I was eager to know more.“; Ava. - In: Goodreads, 03.02.2021. Available from: <https://www.goodreads.com/review/show/3816793044> [07.06.2023]

„I read it because I was curious about why Audible was always recommending it to me. It was fine. The advice wasn't bad or anything.

The problem I always have with this type of book is that they try to show you how to become efficient at leading a fulfilling life, but the authors all seem to be robots whose idea of a fulfilling life is to go to the gym every day, meditate, and publish blog posts about success mindset.“; Nick Edkins. - In: Goodreads, 08.03.2021. Available from: <https://www.goodreads.com/review/show/3880030015> [07.06.2023]

„This is the only book on 'habits' you should read. It lays out all the rules of changing/developing habits in a simple, straightforward way and gets right to the point without a bunch of rambling and seemingly unrelated filler chapters like some other self development books i've read.“; ❁ Lily ❁. - In: Goodreads, 04.05.2021. Available from: <https://www.goodreads.com/review/show/3305843544> [07.06.2023]

„There are plenty of great reviews on this book, detailing the summaries of each chapter. I won't do the same thing, as I don't believe I can add anything to them that they haven't done already. I will say, however, that this is miles clear of any “self help” or “personal development” drivel that I have chanced across in the bookstores. The chapters are short, concise, and perfectly put. Clear takes full responsibility for any

information that is presented poorly (not many things are). He cuts down the romanticizing, useless anecdotes, etc. to say you need to do A, which will lead you to B, resulting in C. He references all of his sources. This book is not a pamphlet which Clear uses to sell you on another subscription-based product of his - it is perfectly sufficient in and of itself. I will be recommending it to my clients in the coming years.

Also, what a last name. If anyone was made to do this, huh?"; Alan. - In: Goodreads, 03.07.2021. Available from: <https://www.goodreads.com/review/show/4093008597> [07.06.2023]

„life. changing. i will re-read this book for the rest of my life because it keeps me so on track.“; Kaiti Yoo. - In: Goodreads, 14.08.2021. Available from: <https://www.goodreads.com/review/show/4090325553> [07.06.2023]

„I was prepared to dislike this book but I really enjoyed it!

I've seen it on so many list of "life-changing non fiction" next to deeply misogynistic authors and it's popular with people promoting hustle culture so I didn't expect it to work for me.

While I can't say that the information in it is that different from other books I've read on the topic, it's definitely the best breakdown of said info that I've seen.

Super accessible, bitesize chapters... absolutely go with the audiobook if you enjoy them. I didn't want to sit while reading it because I was too busy reorganizing my space while listening to it!

Worth it"; Emily (Books with Emily Fox). - In: Goodreads, 21.04.2022. Available from: <https://www.goodreads.com/review/show/4662828672> [07.06.2023]

„Virgo in me enjoyed this soooo much!!!“; Myra. - In: Goodreads, 28.04.2022. Available from: <https://www.goodreads.com/review/show/4656804475> [07.06.2023]

„A moderately helpful book, in the sense that, I am at a stage where I have sufficient knowledge as to how habits work on a deeper, psychological level, and how they benefit or will benefit, only if one preserves through; and I am on a trajectory where I apply them in my daily life.

But, I still liked it because it felt like attending a very interesting lecture, you just couldn't help but pay attention to it.“; Ritika. - In: Goodreads, 24.05.2022. Available from: <https://www.goodreads.com/review/show/4728868766> [07.06.2023]

„DNF at 45% I don't even want to waste any more time on this book with a full review. Here's a quick rundown of why I hated it:

Ableism throughout

Bootstrap mentality

Fatphobia throughout

Condescending, patronizing tone from the author (even, or maybe especially, on the audio version.)

I could go on...

This book had some valid, common sense points, but its flaws far overshadowed any redeeming qualities. Just...nope.“; Jen (Better Off Read). - In: Goodreads, 11.12.2022. Available from: <https://www.goodreads.com/review/show/5133969522> [07.06.2023]

„I loved how the author started out with a backstory of his life and what he's gone through. It's amazing his resilience. I also enjoyed how in depth it is that he truly breaks it down for you how to form great habits and how to break bad habits. This book is truly remarkable and helps any of us with big or small habits to make/break them! I'll be putting these tips and methods to good use!“; Melany. - In: Goodreads, 11.01.2023. Available from: <https://www.goodreads.com/review/show/5253696521> [07.06.2023]

„Good one....make and break habits!“; Shilpa Harry. - In: Goodreads, 05.03.2023. Available from: <https://www.goodreads.com/review/show/5393703617> [07.06.2023]

„I'm the first to admit I find it hard to connect with most "self-help" books - I feel like many come off as pretentious or putting forth the idea that if you do a, b, and c, you can have the same success the author has! But I gave this an honest shot because of its popularity and I'll say it has to be one of the most practical and relatable self-help books I've read. Its definitely caused re-evaluate the systems that I have in my life that lead to both my healthy and unhealthy habits, and looking at ways to change to emphasize and de-emphasize each respectively. It's also very short, which helps - Clear gets his points across efficiently, with interesting anecdotes, succinct lists, and supportive illustrations that help make everything easy and relatable. I can honestly say I'd recommend this to pretty much anyone, which is a first for me when it comes to this genre!“; John Phillips. - In: Goodreads, 25.05.2023. Available from: <https://www.goodreads.com/review/show/5574535088> [07.06.2023]

„One of my favorite books I read this year! What makes this book different than others I've seen or read is the golden idea of cultivating "identity-based habits." I came away inspired and ready to leverage the 4 laws of habits: make it obvious, make it attractive, make it easy, and make it satisfying. Good habits really are life-changing and this book gives everyone the tools to be successful.“; Analie. - In: Goodreads, 02.06.2023. Available from: <https://www.goodreads.com/review/show/4417421173> [07.06.2023]

„Great book you learn a lot of concrete steps on how to set or break habits. He also does a good job highlighting the importance of atomic habits in more than just accomplishing goals but becoming the person you want to be.“; Jacobi Gilbert. - In: Goodreads, 06.06.2023. Available from: <https://www.goodreads.com/review/show/5561888754> [07.06.2023]

„Несъмнено "Атомни навици" се нарежда сред любимите ми книги за 2019 година...“; Стефани Витанова. - В: Goodreads, 27.11.2019. Available from: <https://www.goodreads.com/review/show/3062973769> [07.06.2023]

„Два пъти прочитях тази тъй хвалена книга, но не намерих в нея нищо кой знае колко полезно. Или конкретно.“; Петър Стойков. - В: Goodreads, 31.05.2020. Available from: <https://www.goodreads.com/review/show/3366435603> [07.06.2023]

„Отне ми много повече време от очакваното да прочета книгата, но пък и си признавам, че ми допадна да я чета толкова време, защото все си взимах по нещичко от нея и се оставях да го усъвършенствам. Мисля, че всичко в нея е изключително полезно за формирането на навици и препоръчвам на всички, които искат да създадат нови полезни навици и да подобрят начина си на живот.“; Amaigo.

- В: Goodreads, 14.03.2021. Available from:  
<https://www.goodreads.com/review/show/3563164681> [07.06.2023]

„Авторът определено знае как са извади най-добрите аргументи във всеки един случай. Изключително добре написана книга. Определено бих я препоръчал □□“;  
 Stanislav Lozanov. - В: Goodreads, 12.08.2022. Available from:  
<https://www.goodreads.com/review/show/4885561833> [07.06.2023]

„Има много мотивиращи примери за известни личности. Нещата са добре обяснени, остава да се приложи на практика.“; Йоана. - В: Goodreads, 01.02.2023. Available from:  
<https://www.goodreads.com/review/show/4210812318> [07.06.2023]

„Книгата е много добра, силно я препоръчвам. Извадих си много неща, които мога да използвам.“; Maria Todorova. - В: Goodreads, 16.05.2023. Available from:  
<https://www.goodreads.com/review/show/3324824959> [07.06.2023]

## 5.2. Публикувани ревюта (читателски прегледи)

Whitford, Dianne. Book Review - Atomic Habits by James Clear. - In: Coffee Grit and Inspiration, 19.02.2020. Available from: <https://coffeegritandinspiration.com/book-review-atomic-habits-by-james-clear> [05.06.2023]

Haji, Mikael. Atomic Habits By James Clear – Review and Summary. - In: Medium, 09.08.2020. Available from: <https://mikaelhaji.medium.com/atomic-habits-by-james-clear-e20f0eb0be4c> [07.06.2023]

Thalia. Book Review; Atomic Habits by James Clear. - In: Notes By Thalia, 16.11.2020. Available from: <https://notesbythalia.com/atomic-habits-book-review> [07.06.2023]

Ashley. Tips on habits and a book review of “Atomic Habits” by James Clear. - In: A Lady Goes West, 18.05.2021. Available from: <https://aladygoeswest.com/tips-on-habits-and-a-book-review-of-atomic-habits> [07.06.2023]

Selle, Pam. Atomic Habits: Book Review. - In: Pam The Webivore, 17.05.2022. Available from: <https://thewebivore.com/atomic-habits-book-review> [07.06.2023]

Agera, Rylan. Book Review: Atomic Habits By James Clear. - In: The Sage Millennial, 14.02.2023. Available from: <https://thesagemillennial.com/book-review-atomic-habits> [07.06.2023]

Chaney, Jennifer. Atomic Habits Book Review. - In: jenniferchaney.com, 21.03.2023. Available from: <https://jenniferchaney.com/blog/atomic-habits-book-review> [07.06.2023]

Ranayotova, Temi. „Атомни навици“ на Джеймс Клиър. - В: writingis.fun, 08.11.2019. Available from:  
<https://www.writingis.fun/%D0%B0%D1%82%D0%BE%D0%BC%D0%BD%D0%B8-%D0%BD%D0%B0%D0%B2%D0%B8%D1%86%D0%B8-%D0%BD%D0%B0-%D0%B4%D0%B6%D0%B5%D0%B9%D0%BC%D1%81-%D0%BA%D0%BB%D0%B8%D1%8A%D1%80>  
 [07.06.2023]

Хриси. “Атомни навици” - Джеймс Клиър. - В: hrisilandia, 15.02.2021. Available from:  
<https://hrilandia.com/2021/02/15/%D0%B0%D1%82%D0%BE%D0%BC%D0%BD%D0%B8-%D0%BD%D0%B0%D0%B2%D0%B8%D1%86%D0%B8->

<https://www.youtube.com/watch?v=nRwDVD4Q26E&t=1s> [07.06.2023]

### 5.3. Интервюта за книгата

Carmichael, Evan. Use ATOMIC HABITS to Change Your LIFE! | James Clear (@JamesClear) | Top 10 Rules. - In: YouTube, 04.12.2018. Available from: <https://www.youtube.com/watch?v=nRwDVD4Q26E&t=1s> [07.06.2023]

### 5.4. Включване в препоръчителни библиографии

Robinson, Angela. 9 Best Habits Books to Read in 2023. - In: teambuilding.com, 13.11.2021. Available from: <https://teambuilding.com/blog/habit-books> [07.06.2023]

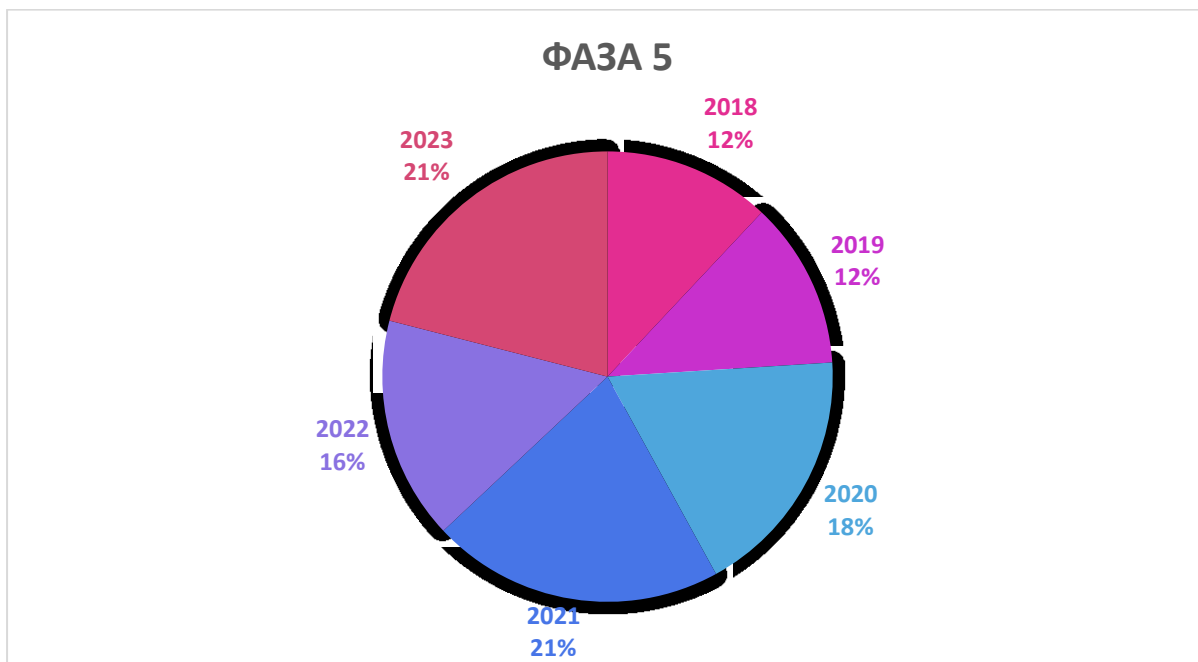
Fiorillo, Katherine. The 21 best books to help you form a new habit this year. - In: Business Insider, 05.01.2022. Available from: <https://www.businessinsider.com/guides/learning/best-books-to-form-new-habits> [07.06.2023]

### Изводи за Фаза 5

Книгата „Атомни навици: Минимални промени, забележителни резултати“ има общо 43 062 отзива в социалната мрежа Goodreads, като от тях 37 644 са на английски език и 42 на български. Книгата има 9 ревята (читателски прегледи), от които 7 на английски и 2 на български език. Намерено е 1 интервю с автора за книгата, а тя е включена в 2 списъка с препоръчителни библиографии.

При проучване на Фаза 5. Текуща (оперативна) критика на изданието за „Atomic Habits“ е установено, че най-широк обществен отклик има през 2021 и 2023 г. - по 9 публикации (21%). През 2018 и 2019 г. има по 5 публикации (12%), през 2020 г. - 8 публикации (18%), а през 2022 г. - 7 публикации (16%).

Резултатите от Фаза 5. Текуща (оперативна) критика доказват, че книгата „Атомни навици: Минимални промени, забележителни резултати“ се е осъществила като медия.



Диаграма 5. Текуща (оперативна) критика в периода 2018 - юни 2023 г.

## Фаза 6. Експертна (научна) критика

Обект на фаза 6 е научната критика за книгата „Атомни навици: Минимална промяна, забележителни резултати“ на Джеймс Клиър - включва сведения за професионалните награди, които книгата е спечелила в периода октомври 2018 - юни 2023 г., изследванията и интерпретациите върху произведението за упоменатия период.

### 6.1. Професионални награди

На 06.11.2018 г. книгата е номинирана за полуфиналист на наградите Goodreads Choice Awards за най-добра книга в категория „нехудожествена литература“, но не печели наградата.

### 6.2. Изследвания и интерпретации

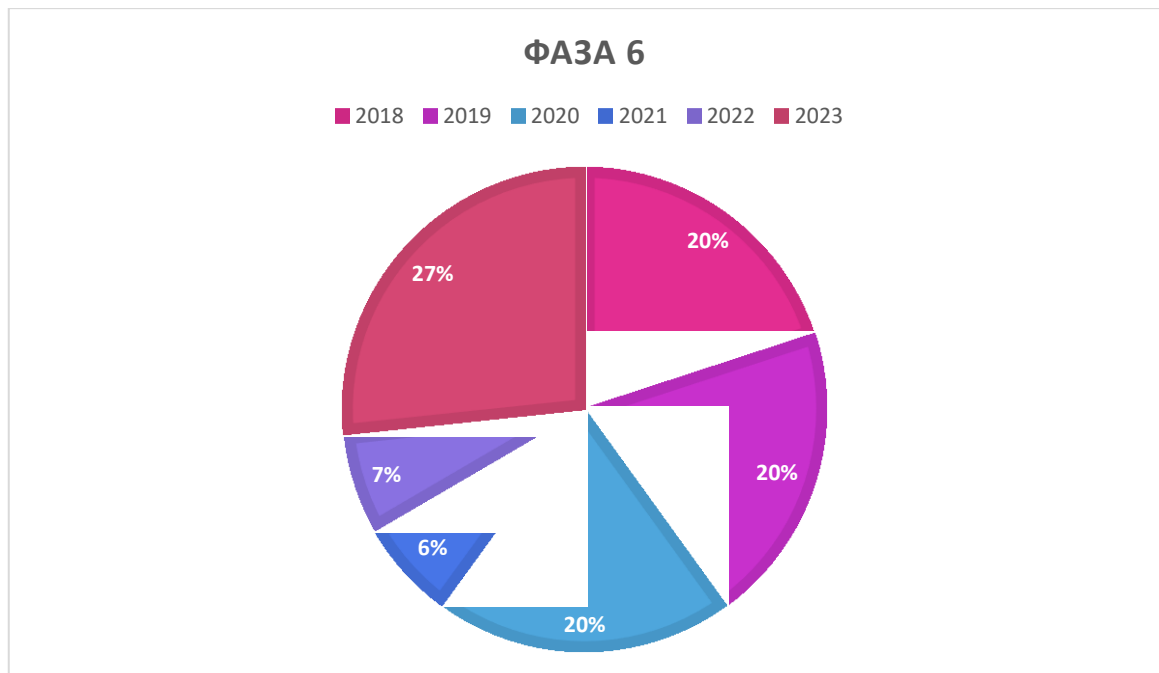
Изследванията и интерпретациите на книгата включват резюмета, обзори и анализи. Показани са във Фаза 3.

### Изводи за Фаза 6

За периода октомври 2018 - юни 2023 г. книгата „Атомни навици: Минимална промяна, забележителни резултати“ на Джеймс Клиър е обект на научната критика

пъти и не притежава професионални награди. Резултатите за изследванията и интерпретациите са показани в таблица във Фаза 3.

Резултатите от Фаза 6. Научна критика доказват, че книгата „Атомни навици: Минимална промяна, забележителни резултати“ на Джеймс Клиър се е осъществила като медия поради интереса, отправен към нея, при изготвянето на изследвания и интерпретации.



Диаграма 6. Изследвания и интерпретации на книгата „Атомни навици“ за периода 2018-2023 г.

## Фаза 7. Медиаморфози

Във Фаза 7 ще бъдат търсени медиаморфози на книгата „Атомни навици“ на Джеймс Клиър в периода октомври 2018 - юни 2023 г., които включват: екранизиране на книга, поставяне на сцена като театрална постановка и други практики, форми и изкуства, появили се в следствие на прочита на книгата.

### 7.1. Екранизация

За периода октомври 2018 - юни 2023 г. не са осъществени екранизации, базирани на книгата.

## 7.2. Театрална постановка

За периода октомври 2018 - май 2023 г. не са осъществени театрални постановки, базирани на книгата.

## 7.3. Дискусии за книгата

На 04.12.2019 г. е проведена виртуална дискусия относно книгата „Атомни навици“ по инициатива на PMI Book Club.

На 13.08.2020 г. е проведена виртуална дискусия относно книгата „Атомни навици“ по инициатива на She Mentors Book Club.

На 26.01.2021 г. е проведена дискусия върху книгата „Атомни навици“ в нощния клуб на книгата към Интернационалната асоциация за бизнес комуникация в Манитоба, Канада (International Association of Business Communicators Manitoba).

На 14.04.2021 г. е проведена присъствена дискусия относно книгата „Атомни навици“ по инициатива на HReaders book club (Халифакс, област Нова Скотия, Канада).

На 17.11.2021 г. е проведен виртуален семинар в платформата Zoom с участието на Джеймс Клиър относно книгата му „Атомни навици“ по инициатива на организацията ServiceNow Community.

На 19.01.2022 г. е проведена виртуална дискусия относно книгата „Атомни навици“ на Джеймс Клиър в платформата HAYVN с водещ Нанси Шийд от организацията Sheed Communications.

На 30.03.2022 г. е проведена виртуална дискусия относно книгата „Атомни навици“ на Джеймс Клиър по инициатива на организацията Mindful Modern Living.

На 26.05.2022 г. е проведена виртуална дискусия, организирана от ICONic Book Club, в онлайн платформата ICON.

На 15.06.2022 г. е проведена виртуална дискусия относно книгата „Атомни навици“ в платформата Zoom, организирана от Manitoba WOMEN In Construction във връзка с инициативата Winning Wednesday.

На 28.06.2022 г. е проведен виртуален семинар - „Изграждане на по-добри навици: Малки стъпки, огромен потенциал“ - с участието на автора Джеймс Клиър,



базиран на книгата „Атомни навици“, организиран от Австралийския институт по маркетинг (Australian Marketing Institute).

На 04.10.2022 г. е проведен присъствен семинар за лично развитие, базиран на книгата „Атомни навици“ на Джеймс Клиър в Университета "Рутгърс" (Rutgers University-Camden) от студентското настоятелство.

На 13.10.2022 г. е проведен виртуален семинар, част от инициативата Ignite: Fueling Organizational Excellence на Уискънсински университет (University of Wisconsin-Madison) относно изграждането на по-добри професионални навици чрез техники, базирани на книгата „Атомни навици“ на Джеймс Клиър.

В периода 12.10.2022 - 16.11.2022 г. са проведени 6 присъствени семинара, базирани на книгата „Атомни навици“, организирани от Alford Center for Health, Огъста, щата Джорджия, САЩ.

На 25.03.2023 г. е проведен виртуален семинар с участието на Джеймс Клиър относно книгата му „Атомни навици“ по инициатива на организацията The Hatchery, която провежда различни видове образователни събития.

На 18.04.2023 г. е проведена виртуална дискусия в платформата Zoom относно книгата „Атомни навици“, организиран от SIG Book Club.

На 16.05.2023 г. е проведена виртуална дискусия в платформата Zoom относно книгата „Атомни навици“, организиран от SIG Book Club.

На 20.06.2023 г. предстои виртуална дискусия в платформата Zoom относно книгата „Атомни навици“, организиран от SIG Book Club.

На 22.06.2023 г. предстои да се проведе присъствена дискусия по книгата на територията на американската компания за недвижими имоти Keller Williams Realty, в офис в Лос Анджелис.

На 08.09.2023 г., 11.09.2023 г. и 12.09.2023 г. на територията на Австралия и Нова Зеландия предстои провеждането на 3 семинара на живо с участието на автора Джеймс Клиър относно книгата му „Атомни навици“ по инициатива на организацията The Growth Faculty.

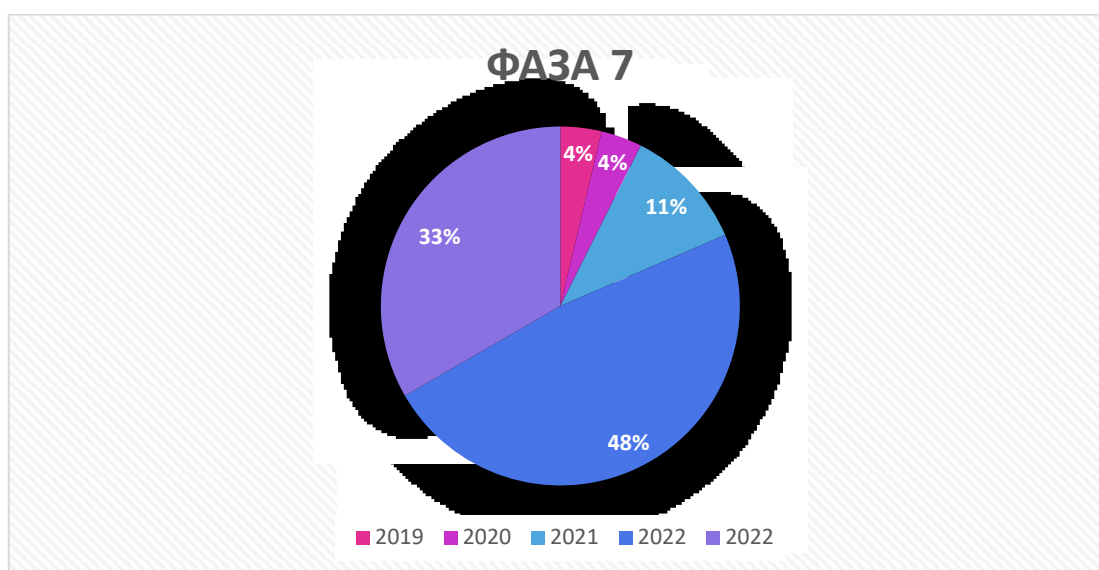
На 18.10.2023 г. предстои виртуална дискусия в платформата Zoom относно книгата „Атомни навици“, организирана от Badass Women Book Club.

## Изводи за Фаза 7

По книгата „Атомни навици“ на Джеймс Клиър не съществуват екранизации, театрални постановки или други форми и изкуства, появили се в следствие на прочита на книгата. От проведеното проучване за дискусии относно книгата „Атомни навици“ на Джеймс Клиър, при което бяха използвани единствено източници на английски език, са открити следните резултати:

- 2019 г. - 1 (4%)
- 2020 г. - 1 (4%)
- 2021 г. - 3 (11%)
- 2022 г. - 13 (33%)
- 2023 г. - 9 (48%)

Резултатите от Фаза 7. Медиаморфози доказват, че книгата „Атомни навици“ на Джеймс Клиър се е осъществила като медия.



Диаграма 7. Организираны събития и дискусии относно книгата за периода 2019 - 2023 г.

## Фаза 8. Историзация

Във Фаза 8 ще бъдат търсени класации, в които е включена книгата „Атомни навици: Минимална промяна, забележителни резултати“ на Джеймс Клиър в периода октомври 2018 - юни 2023 г.

### 8.1. Годишни класации

За периода ноември 2018 - май 2023 г. присъства в класацията с най-продавани книги в категория „Бизнес“ на ежедневника „Ню Йорк Таймс“ The New York Times; през март 2020 г. за първи път от присъединяването си в класацията заема първа позиция, като тази тенденция продължава до настоящия момент (май 2023 г.) с изключение на няколко кратки периода, когато заема втора позиция: 2019 г. - февруари, август, декември; 2020 г. - януари, февруари, ноември; 2021 г. - март, октомври;

Books. Bestsellers. Bussiness [online]. - In: The New York Times, May 2023. Available from: <https://www.nytimes.com/books/best-sellers/2023/05/01/business-books> [08.06.2023]

2018 г. - една от седемте най-добри бизнес книги в класацията на американското ежемесечно бизнес списание Fast Company

These are the 7 best business books of 2018 [online]. - In: Fast Company, 20.12.2018. Available from: <https://www.fastcompany.com/90279299/these-are-the-7-best-business-books-of-2018> [08.06.2023]

2018 г. - бестселър в класацията за книги за лично развитие на американския уебсайт за финансови и бизнес новини Business Insider

13 unforgettable insights from a year reading about relationships, time management, and getting ahead at work [online]. - In: Business Insider, 24.12.2018. Available from: <https://www.businessinsider.com/best-self-help-books-relationships-time-management-career-2018-12#the-key-to-building-better-habits-is-eliminating-temptation-4> [08.06.2023]

За периода юли 2019 - март 2020 г. - заема първа позиция в класацията за най-продавани книги на вестника „Уолстрийт Джърнъл“ (The Wall Street Journal);

James Clear's Atomic Habits is Officially the #1 Best-Selling Book on Amazon for 2021[online]. - In: Speakers connect, 26.01.2021. Available from: <https://www.speakersconnect.com/james-clears-atomic-habits-is-officially-the-1-best-selling-book-on-amazon-for-2021> [08.06.2023]

2021 г. - Най-продаваната книга в платформата Amazon

Best Sellers in Books for 2021 [online]. - In: Amazon, [1996-2023]. Available from: [https://www.amazon.com/gp/bestsellers/2021/books/ref=zg\\_bsar\\_cal\\_ye](https://www.amazon.com/gp/bestsellers/2021/books/ref=zg_bsar_cal_ye) [08.06.2023]

2022 г. - Заема пета позиция в класацията за най-продавани книги в платформата Amazon

Best Sellers in Books for 2022 [online]. - In: Amazon, [1996-2023]. Available from: [https://www.amazon.com/gp/bestsellers/2022/books/ref=zg\\_bsar\\_cal\\_ye](https://www.amazon.com/gp/bestsellers/2022/books/ref=zg_bsar_cal_ye) [08.06.2023]

2023 г. - Заема втора позиция в класацията за най-продавани книги в платформата Amazon

Best Sellers in Books for 2023 [online]. - In: Amazon, [1996-2023]. Available from: [https://www.amazon.com/gp/bestsellers/2023/books/ref=zg\\_bsar\\_cal\\_ye](https://www.amazon.com/gp/bestsellers/2023/books/ref=zg_bsar_cal_ye) [08.06.2023]

2023 г. - Най-слушаната аудио книга в платформата Audible в категориите „Top Audible Listens“, „Business and Careers“ и „Best Sellers“

Best Sellers [online]. - In: Audible, [1997-2023]. Available from: [https://www.audible.com/adblbestsellers?ref=a\\_nytbs\\_c1\\_tab1&pf\\_rd\\_p=3f5cfeed-b119-40f4-b3ab-3627add7e1a4&pf\\_rd\\_r=DSNQATAV7721XHQDMS1C&pageLoadId=LJ4YtWHToeDhcSSC&creativeId=7d26fac3-df90-4db0-b622-a617f4199c8f](https://www.audible.com/adblbestsellers?ref=a_nytbs_c1_tab1&pf_rd_p=3f5cfeed-b119-40f4-b3ab-3627add7e1a4&pf_rd_r=DSNQATAV7721XHQDMS1C&pageLoadId=LJ4YtWHToeDhcSSC&creativeId=7d26fac3-df90-4db0-b622-a617f4199c8f) [08.06.2023]

Top Audible Listens [online]. - In: Audible, [1997-2023]. Available from: [https://www.audible.com/most-popular-listened-audiobooks?ref=a\\_adblbests\\_c1\\_tab3&pf\\_rd\\_p=30305e03-e740-44d0-b248-f5d34b09cb53&pf\\_rd\\_r=J6BWPZJK1VBN0DRGBRK&pageLoadId=0ffJ43lWXPXngSaB&creativeId=b46fdbfa-2e55-4a3a-be0c-939d3266e01c](https://www.audible.com/most-popular-listened-audiobooks?ref=a_adblbests_c1_tab3&pf_rd_p=30305e03-e740-44d0-b248-f5d34b09cb53&pf_rd_r=J6BWPZJK1VBN0DRGBRK&pageLoadId=0ffJ43lWXPXngSaB&creativeId=b46fdbfa-2e55-4a3a-be0c-939d3266e01c) [08.06.2023]

Business and Careers. Best Sellers [online]. - In: Audible, [1997-2023]. Available from: [https://www.audible.com/adblbestsellers?searchCategory=18572029011&ref=a\\_adblbests\\_l1\\_catRefs\\_3&pf\\_rd\\_p=2ea8d46b-3372-49db-8ad4-77416e49695f&pf\\_rd\\_r=JKAF6CFNKS767FC9M3C3&pageLoadId=Fom8Ul1JUjHViDBo&creativeId=00b943e2-39f7-4416-aa6b-3c2695ade879](https://www.audible.com/adblbestsellers?searchCategory=18572029011&ref=a_adblbests_l1_catRefs_3&pf_rd_p=2ea8d46b-3372-49db-8ad4-77416e49695f&pf_rd_r=JKAF6CFNKS767FC9M3C3&pageLoadId=Fom8Ul1JUjHViDBo&creativeId=00b943e2-39f7-4416-aa6b-3c2695ade879) [08.06.2023]

Книгата е отличена и с висок рейтинг от читателите във водещи онлайн платформи за книги (данните са за 2023 г.):

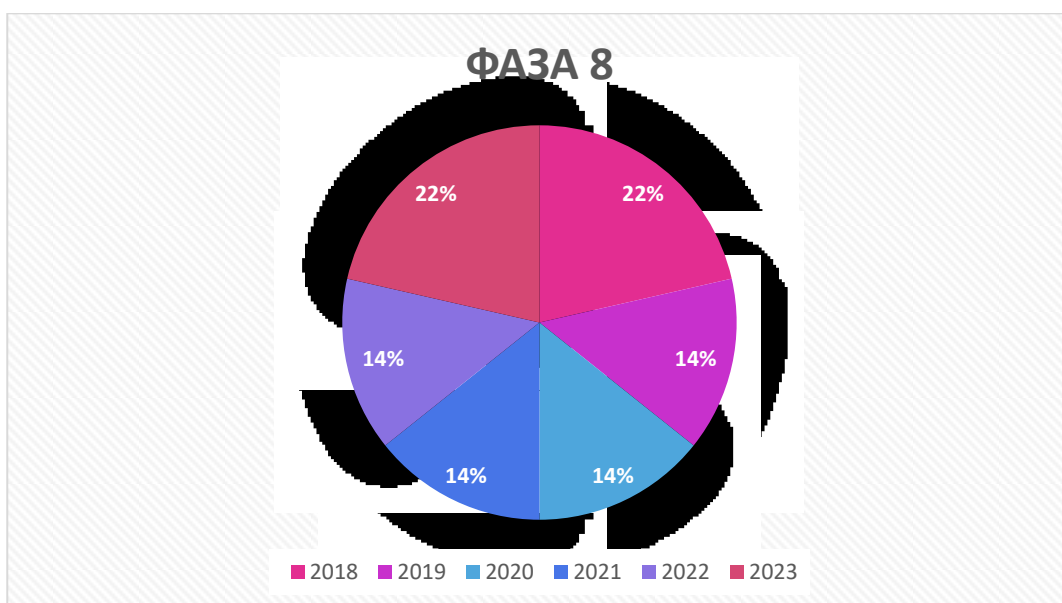
- Amazon - 4.8/5 звезди

- Audible - 4.8/5 звезди
- Goodreads - 4.38/5 звезди

### Изводи за Фаза 8

В периода октомври 2018 - юни 2023 г. книгата „Атомни навици“ на Джеймс Клиър е включена в общо 14 годишни класации за книги:

- 2018 г. - 3 (22%)
- 2019 г. - 2 (14%)
- 2020 г. - 2 (14%)
- 2021 г. - 2 (14%)
- 2022 г. - 2 (14%)
- 2023 г. - 3 (22%)



Диаграма 8. Годишни класации за периода октомври 2018 - юни 2023 г.

## Изводи и обобщение

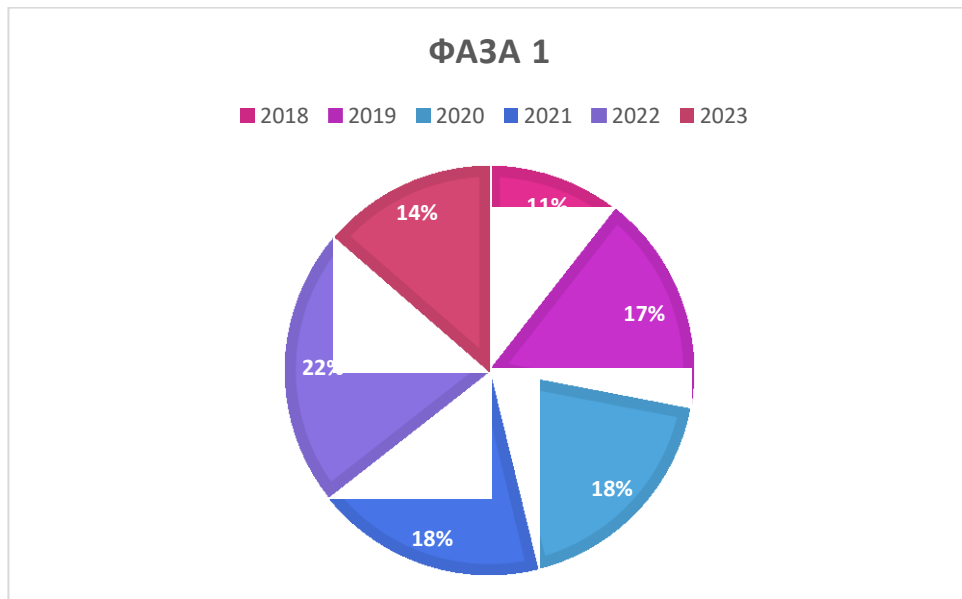
### Рекапитулация на резултатите

Общият брой на всички открити резултати от информационния мониторинг по осемте фази на обратна връзка с книгата „Атомни навици“ от Джеймс Клиър е представен в Диаграма 1. Най-интензивен информационен резонанс (обратна връзка) се наблюдава във Фаза 1 „Симултанни онлайн практики и пряка обратна връзка с автора“ - общо 132 резултата. На второ място е Фаза 5 с 43 резултата, а на трето - Фаза 4 с 26 резултата.



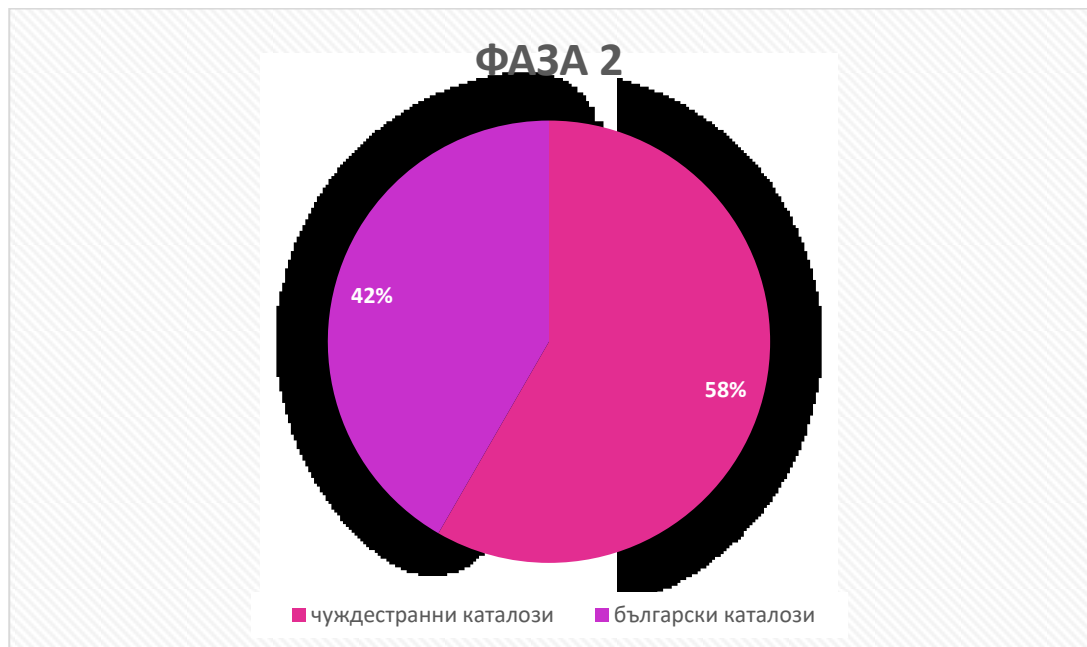
Диаграма 9. Информационен резонанс на книгата „Атомни навици“ във всяка от осемте фази

Резултатите от Фаза 1 „Симултанни онлайн практики и пряка обратна връзка с автора“ показват, че книгата се е осъществила като медия. Мнозина са оставили коментари и отзиви онлайн в различни социални мрежи. Книгата е отразена и изкоментирана най-вече в социалните мрежи Goodreads и LibraryThing. Макар и да е достъпна в български каталози, липсват коментари на български език.



Диаграма 1. Симултанна обратна връзка с книгата „Атомни навици“ по години

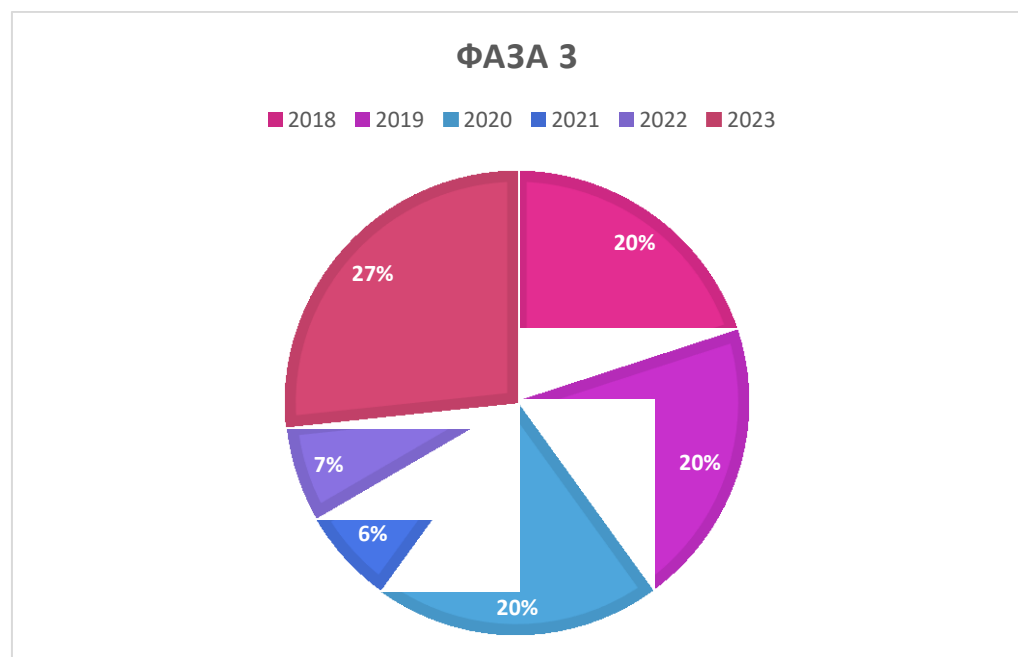
Във Фаза 2 „Номинална обработка на съдържанието“ става ясно, че книгата е представена в поне 7 библиотеки и каталога в чужбина и в 5 виртуални книготърговски каталога в България, но не е възможно тези библиографски действия да бъдат проследени по години, защото липсва хронологична информация.



Диаграма 2. Номинална (формална) обработка - библиографско описание, преиздание

Диаграма 3 показва информационния резонанс на книгата във вид на редуциране на съдържанието ѝ (чрез различни форми на аналитико-синтетична обработка). Най-много публикации във фаза 3 има през 2023 г., следвана от 2019 г. и 2020 г. с равен резултат.

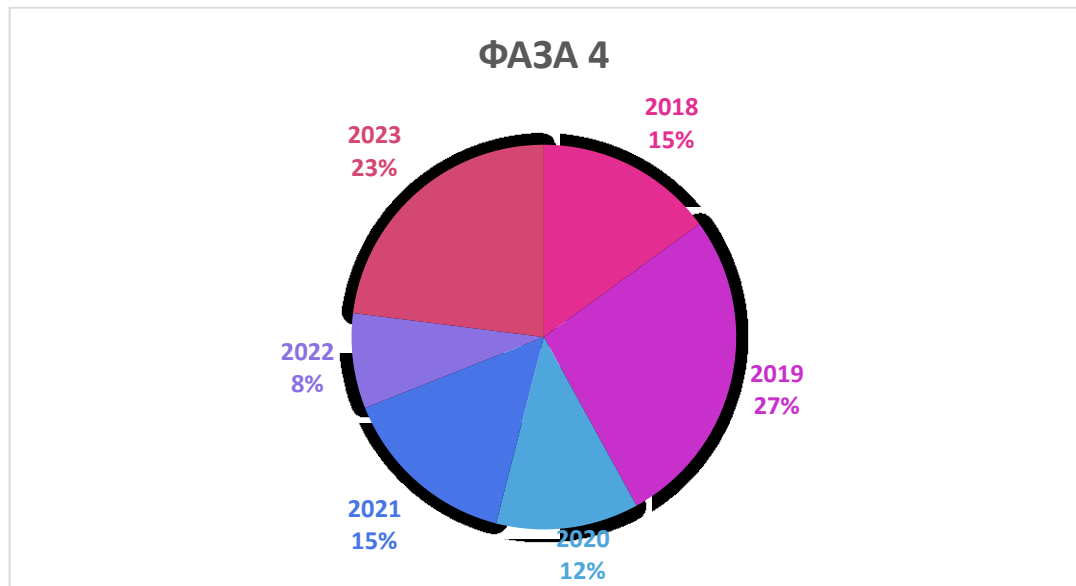
Няма резултати за анонси, свързани с книгата, като причина за това е липсата на екранизации.



Диаграма 3. Редукция (аналитико-синтетична преработка) на съдържанието на книгата

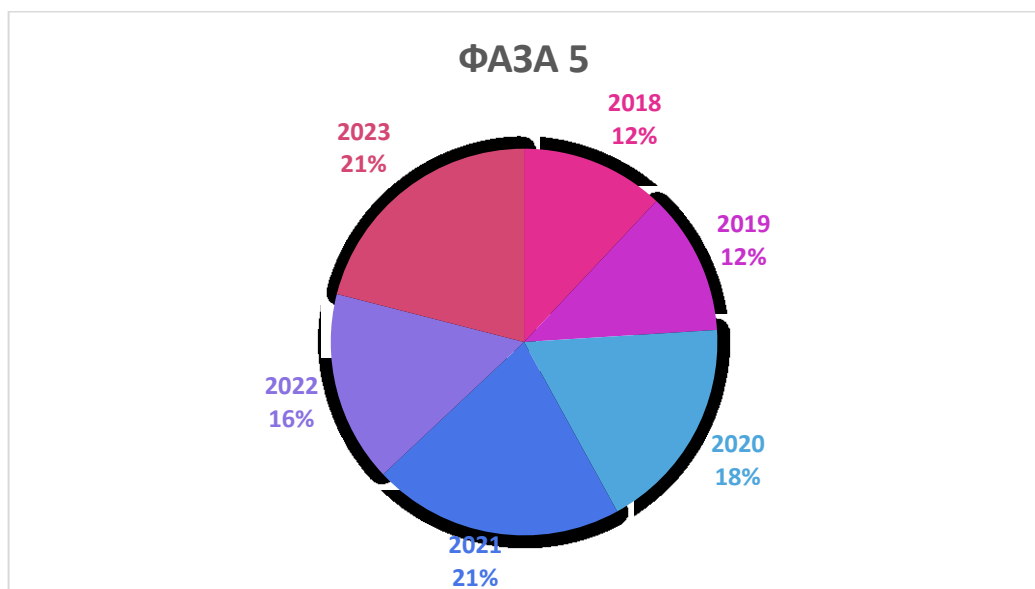
Във Фаза 4 книгата „Атомни навици: Минимални промени, забележителни резултати“ е обект на репродукция (деривация) 26 пъти. В настоящия резонанс за упоменати 5 превода, 5 издания и цитирания от 16 онлайн източника. 2018 - 4 пъти (15%), 2019 - 7 пъти (27%), 2020 - 3 пъти (12%), 2021 - 4 пъти (15%), 2022 - 2 пъти (8%), 2023 - 6 пъти (23%).





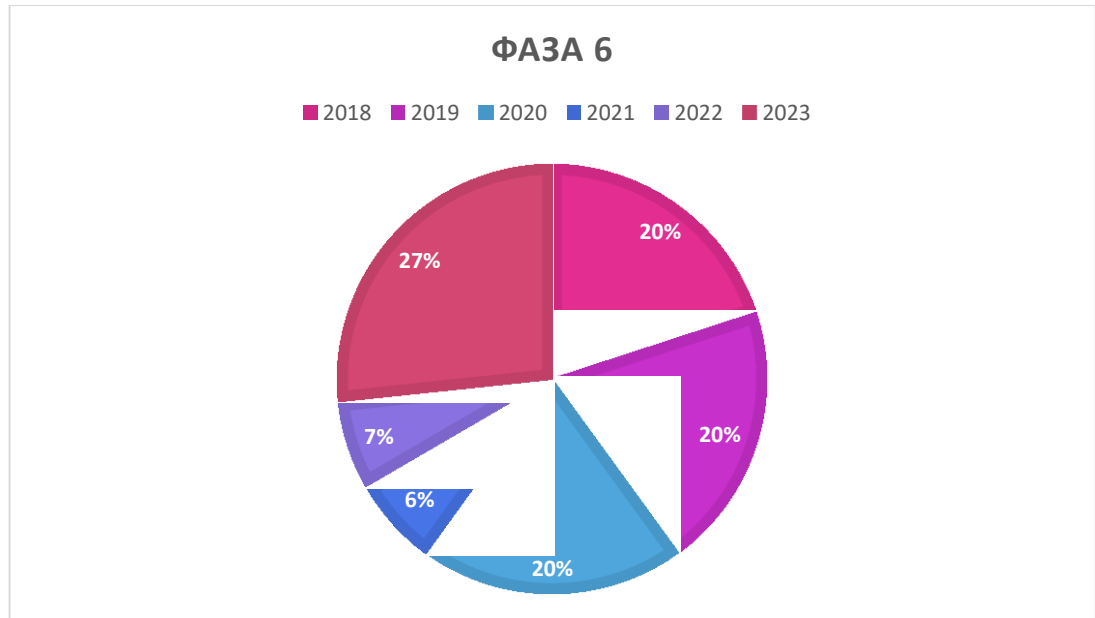
Диаграма 4. Брой репродукции (преводи и цитирани) на книгата по години

Диаграма 5 показва обема на текущата критика, ревьюта и търговски и читателски класации. Книгата получава най-голям обем обратна връзка в тази фаза през 2021 и 2023 г.



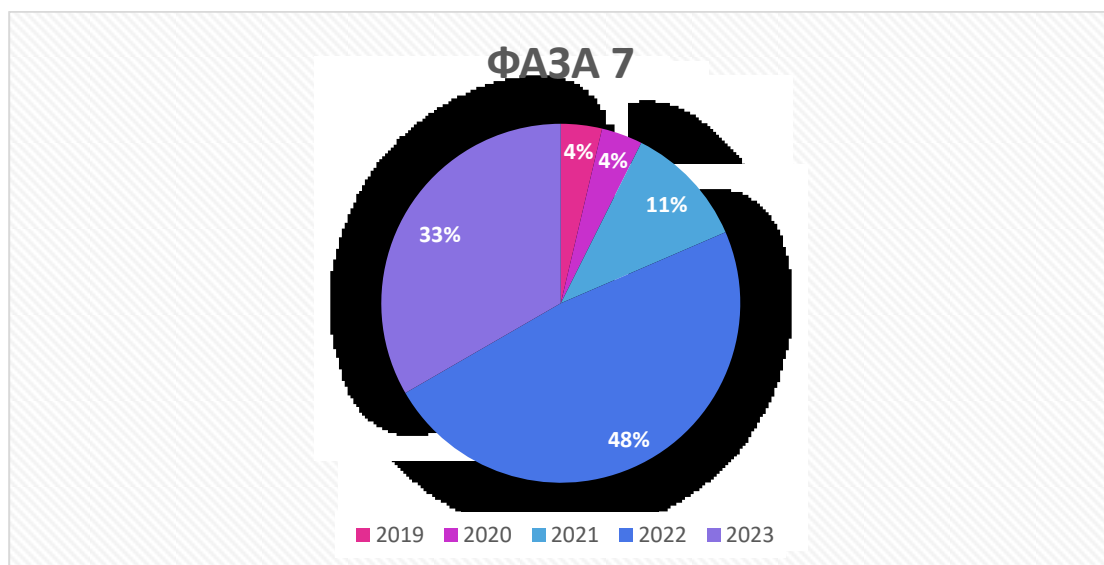
Диаграма 5. Текуща (оперативна) критика в периода 2018 - юни 2023 г.

Диаграма 6 показва информационния резонанс на книгата по години във вид на професионални награди и изследвания, като най-висок резултат се наблюдава през 2023 г. - 27%.



Диаграма 6. Изследвания и интерпретации по години

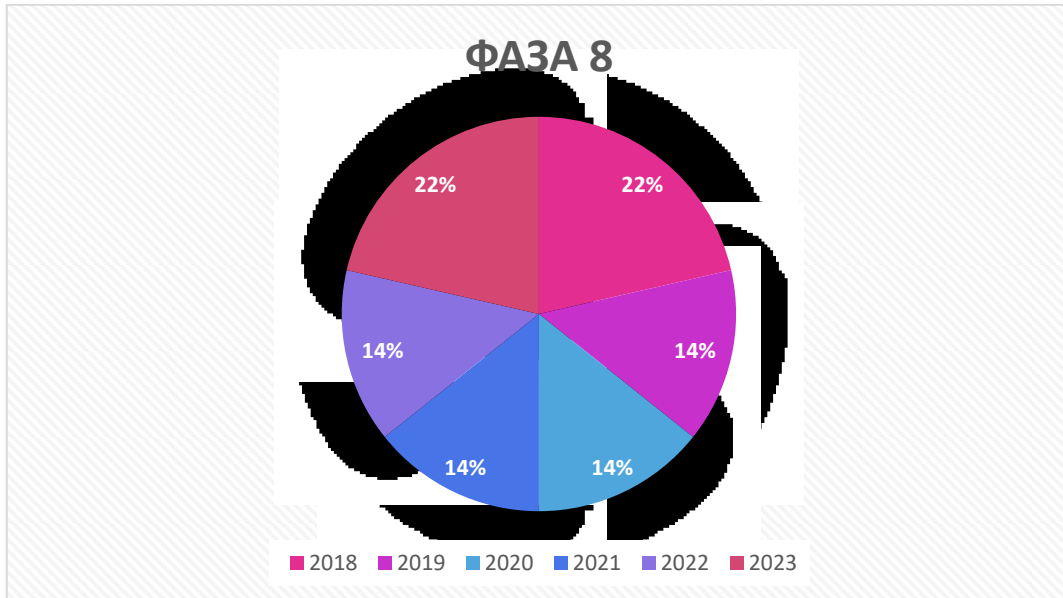
Във Фаза 7 са представени резултатите от дискусиите проведени за книгата „Атомни навици“ в периода 2019 - 2023 г. Най-високи резултати се наблюдават през 2022 г. и 2023 г., което показва ненамалващия интерес към книгата.



Диаграма 7. Организирани събития и дискусии относно книгата за периода

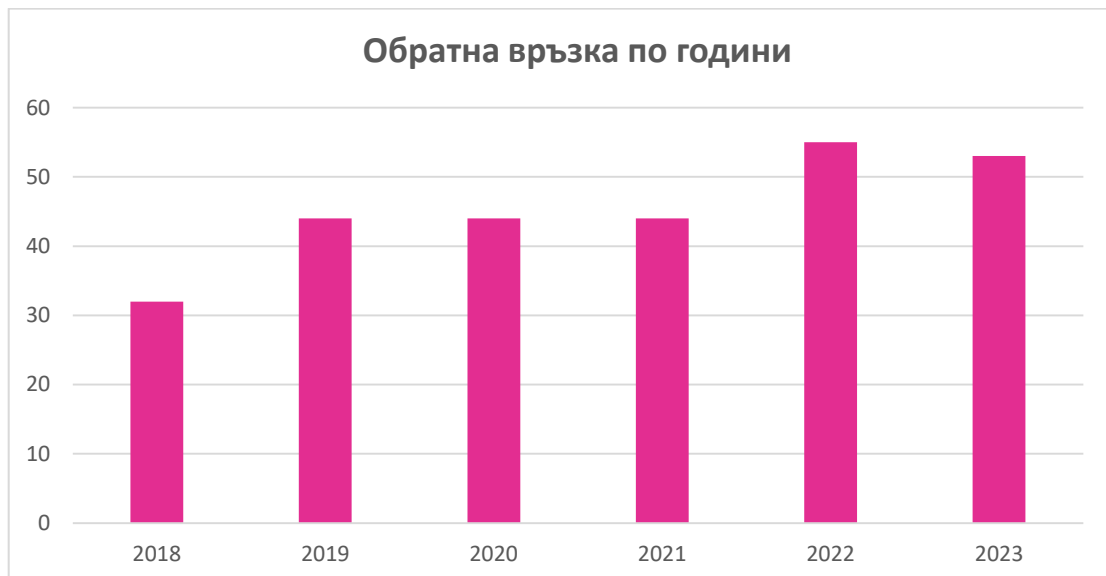
2019 - 2023 г.

Резултатите от Фаза 8 показват индикатори за историзация на книгата „Атомни навици“ в периода 2018 - 2023 г. Тя е включена в 14 класации.



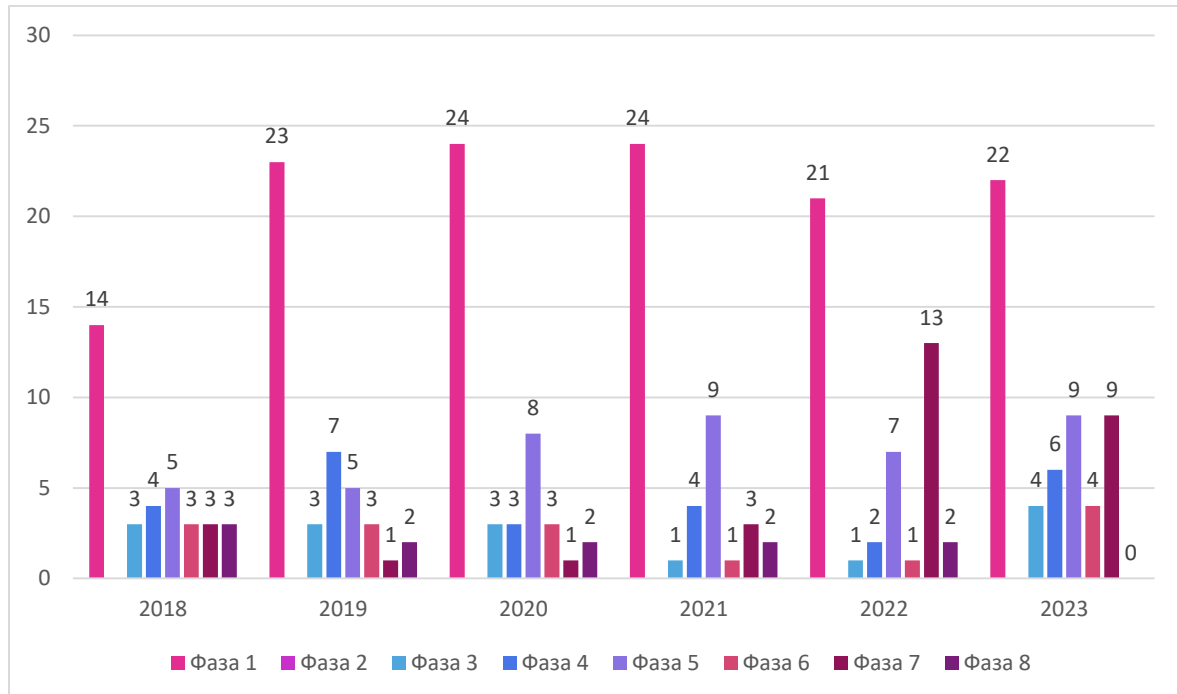
Диаграма 8. Годишни класации за периода октомври 2018 - юни 2023 г.

В Диаграма 9 са визуализирани резултатите от осемте фази за информационен резонанс, разделени по години.



Диаграма 9. Информационен резонанс на книгата „Атомни навици“ по години за периода 2018-2023 г.

В Диаграма 10 са обобщени всички данни от мониторинга на информационния резонанс на книгата разпределени по фази и години.



Диаграма 10. Обобщени данни от информационния резонанс на книгата “Атомни навици”

### Финален извод

Резултатите от проведеното проучване за периода октомври 2018 г. - юни 2023 г. доказват успешното комуникиране на книгата „Атомни навици“ от Джеймс Клиър и осъществяването ѝ като медия. Създадена е ефективна комуникация между автора и читателите и е провокирана бърза и мащабна обратна връзка.

Книгата успява да се реализира най-добре във Фаза 1 „Симултанни и интерактивни онлайн практики“, където общия брой на резултатите, които са отразени, е 126. Това доказва значението на социалните мрежи и заинтересоваността на автора не само от продажбите на книгата му, а и от мнението на читателите.

Не се наблюдава се период на намаляване на обема на информационни реакции. Книгата предизвиква интерес у хора на различни възрасти дори днес - 4 години и 8 месеца след издаването си. Обратна връзка от читатели може да бъде

намерена на много езици - български, английски, френски, немски, руски, испански, италиански и др.

Книгата е бестселър в много държави, включена е в 14 класации и продължава да вълнува огромна част от хората по света. По тази причина „Атомни навици: Минимални промени, забележителни резултати“ може да бъде определена като медия.