

"...a fascinating guide to harnessing the unexpected that draws on everything from cutting-edge neuroscience to the techniques of standup comics."
—Daniel H. Pink, author of *When, Drive, and To Sell Is Human*

MICHAEL ROUSELL, PhD

THE POWER OF SURPRISE

HOW YOUR BRAIN
SECRETLY
CHANGES YOUR BELIEFS

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The Power of Surprise *How Your Brain Secretly Changes Your Beliefs*

By Michael Rousell, PhD

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About the Book

Random events transform us. After studying formative events, moments that define us, for over three decades, Michael Rousell discovered that most of them took place during a spark of surprise. This breakthrough launched a fascinating journey from neuroscience to stand-up comedy. Rousell draws on research from a wide variety of brain science disciplines (cognition, motivation, neuroscience, psychology, artificial intelligence, persuasion, evolution, and learning), then examines those who already use surprise strategically (comedians, film directors, entertainers, magicians, and novelists). This examination illustrates the hidden, yet critical features inherent in surprise, while demystifying the complexities.

Surprise evolved as a mechanism to instantly change our beliefs. Rousell shows how surprising events produce invisible influence because they open a window to spontaneous belief change with no warning or conscious awareness. You'll see how seemingly minor features of surprise create profound differences and can be used to strategically enrich lives, create positive mindsets, and maximize influence.

About the Author

Michael A. Rousell, PhD, is a teacher, psychologist, and professor emeritus at Southern Oregon University. Rousell studied life-changing events for over three decades and established his expertise by writing the internationally successful book *Sudden Influence: How Spontaneous Events Shape Our Lives* (2007). His pioneering work draws on research from a wide variety of brain sciences that show when, how, and why we instantly form new beliefs. He lives with his spouse in Edmonton, Alberta, Canada.

Praise for the Book

"Fascinating read chock full of lots of truly novel information and ideas. A must-read for anyone interested in enriching their lives and finding new ways to expand their mind."—**Andrew Newberg, MD**, best-selling author of *Why We Believe What We Believe*.

"Michael Rousell has written a fascinating guide to harnessing the unexpected that draws on everything from cutting-edge neuroscience to the techniques of standup comics."—**Daniel H. Pink**, author of *When, Drive, and To Sell Is Human*

"A rare and enjoyably readable book on the neuroscience of personal transformation. Highly, highly recommended for anyone!"—**Mark Robert Waldman**, coauthor of *Born to Believe* and the bestseller *How God Changes Your Brain*

"A fascinating book. *The Power of Surprise* shows what most of us miss about moments that change us."—**Jonah Berger**, *New York Times* best-selling author of *The Catalyst*, *Contagious*, and *Invisible Influence*

"I truly enjoyed reading this inspiring book and I recommend it to everyone" —**Silvia Papalini, PhD at the Laboratory of Biological Psychology, KULeuven, Belgium**

"*The Power of Surprise* is full of powerful ideas about how we come to be who we are and how to engineer small revolutions in our own identities." —**Tania Luna**, coauthor of *Surprise: Embrace the Unpredictable and Engineer the Unexpected*

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