

Author Bio:

NIR EYAL is a globally recognized authority on behavior change and human potential. His frameworks have empowered millions to build better habits, enhance focus, and unlock greater agency in their lives and work. A former lecturer at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford, Nir has collaborated with leaders and organizations worldwide to boost performance through behavior design.

He is the *New York Times* bestselling author of the international bestsellers [*Hooked: How to Build Habit-Forming Products*](#) and [*Indistractable: How to Control Your Attention and Choose Your Life*](#), which have sold over one million copies in more than 30 languages. *Hooked* was a finalist for the 2014 Goodreads Choice Awards. *Indistractable* won the 2019 Outstanding Works of Literature (OWL) Award and was named one of the Best Business & Leadership Books of the Year by Amazon, Audible, and The Globe and Mail. His third book, [*Beyond Belief: The Science-Backed Way to Stop Limiting Yourself and Achieve Breakthrough Results*](#), became an instant *New York Times* best-seller and reveals how to identify and replace the hidden beliefs that define our limits. As a seasoned entrepreneur and angel investor, Nir has backed multi-billion-dollar companies, including Canva, Kahoot!, and others. In addition to blogging at NirAndFar.com, his writing has been featured in *The New York Times*, *Harvard Business Review*, *The Atlantic*, and *Psychology Today*. For over 25 years, he has worked alongside his wife and business partner, Julie Li.

Synopsis:

Most of your limits aren't physical. They're psychological.

In *New York Times* best-seller *Beyond Belief*, Nir Eyal reveals how the hidden assumptions you carry shape what you see, how you feel, and what you do—and how to replace them with beliefs that unlock your true potential.

Drawing on breakthrough research and real-world case studies, *Beyond Belief* gives you practical tools to make your beliefs work for you instead of against you.

Whether you're leading a team, building something meaningful, or striving to become who you're meant to be, this book will fundamentally change what you believe is possible.