



# **The Fear Project: What Our Most Primal Emotion Taught Me About Survival, Success, Surfing . . . And Love**

*Jaimal Yogis*

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## The Fear Project: What Our Most Primal Emotion Taught Me About Survival, Success, Surfing . . . And Love Jaimal Yogis

Award-winning journalist Jaimal Yogis delivers a fascinating narrative account of one of our oldest evolutionary traits--fear--using his own harrowing adventures on an epic adventure full of incredible characters, death-defying athletic achievement, and bleeding edge science, *The Fear Project* began with one question: how can we overcome our fears to reach our full potential?

Who among us has not been paralyzed by fear? In *The Fear Project*, award-winning journalist and surfer Jaimal Yogis sets out to better understand fear--why does it so often dominate our lives, what makes it tick, and is there even a way to use it to our advantage? In the process, he plunges readers into great white shark-infested waters, brings them along to surf 40-foot waves in the dead of winter, and gives them access to some of the world's best neuroscience labs, psychologists, and extreme athletes. In this entertaining, often laugh-out-loud narrative, Yogis also treats himself like a guinea pig for all of his research, pushing his own fears repeatedly to the limits--in his sport, in his life, and in love. Ultimately, Yogis shares with his readers the best strategies to emerge triumphant from even the most paralyzing of fears.

*The Fear Project* gives readers insight into the following:

- How fear evolved in the human brain
- How to tell the difference between "good fear" and "bad fear"
- How to use the latest neuroscience to transform fear memories
- Why fear spreads between us and how to counteract fearful "group think"
- How to turn fear into a performance enhancer--athletically and at work

In pursuing this terrifying--and often thrilling--journey with Yogis, we learn how to move through fear and unlock a sense of renewed possibility and a more rewarding life.

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