
NIR EYAL

Best-Selling Author and Expert on Habit-Forming Technology

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Topics

- Author
- Business
- Technology

Nir Eyal writes, consults, and teaches about the intersection of psychology, technology, and business.

The M.I.T. Technology Review dubbed Nir Eyal, “The Prophet of Habit-Forming Technology.” Eyal’s expertise has seen him successfully found two tech companies since 2003 and has teach at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford.

Nir Eyal is the author of two bestselling books, *Hooked: How to Build Habit-Forming Products* and *Indistractable: How to Control Your Attention and Choose Your Life*. *Indistractable* received critical acclaim, winning the 2019 Outstanding Works of Literature (OWL) Award as well as being named one of the Best Business and Leadership Books of the Year by Amazon and one of the Best Personal Development Books of the Year by Audible. The *Globe and Mail* called *Indistractable*, “timely reading, a smart, thorough look at getting traction in a world of distractions – the best business book of 2019.” In addition to blogging at NirAndFar.com, Eyal’s writing has been featured in *The Harvard Business Review*, *Time Magazine*, and *Psychology Today*.

Nir Eyal is also an active investor in habit-forming technologies. Some of his past investments include Eventbrite (NYSE:EB), Anchor.fm (acquired by Spotify), Kahoot!, Refresh.io (acquired by LinkedIn), Product Hunt, Marco Polo, Presence Learning, 7 Cups, Pana, Byte Foods, FocusMate, and FindShadow. Nir attended The Stanford Graduate School of Business and Emory University.