



Unstoppable Brain: The New Neuroscience That Frees Us from Failure, Eases Our Stress, and Creates Lasting Change

Kyra Bobinet

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Steeped in thousands of years of knowledge, ranging from ancient wisdom to cutting-edge scientific advancements, Unstoppable Brain is a persuasive self-help text.

Medical doctor Kyra Bobinet's fresh, science-based self-help book *Unstoppable Brain* is grounded in breakthroughs in neuroscience and the synthesis of Indigenous, Western, and Eastern philosophies.

The book's arguments are grounded in the assertion that in recent years, neuroscientists have made progress in their understanding of a part of the brain known as the habenula, which controls much of a person's motivation. First describing the habenula and its workings in clear, accessible language, the book goes on to introduce related solutions to problems and trials including addiction, childhood trauma and depression—reframed with the habenula at the fore. Recommendations for leaning into the workings of the habenula, rather than fighting against it, are peppered throughout.

Its tone conversational yet authoritative, the book makes the compelling argument that certain industries, including social networking websites and the weight-loss industry, use neuroscience and medicine's understanding of the functioning of the human brain to the disadvantage of consumers. Questions are raised about how humans can break free from the "Matrix" of corporations that prey on unsuspecting customers by relying on behavioral science to keep them trapped in states of quiet discontent. And *Unstoppable Brain* draws upon the Indigenous concept of a "medicine bundle" with which to aid in healing, recovery, health, and general well-being, suggesting that each person gather their own medicine bundle throughout their life.

Included herein are proposed remedies for "Failure Disease," advice for maintaining and increasing motivation, and wisdom ranging from ancient Chinese proverbs to quotes from former US presidents, poets, and fictional cultural icons. This cross-cultural approach, combined with Bobinet's Ojibwe ancestry, complements the message of the book, which transcends artificial boundaries to propose a holistic philosophy of the mind. As it switches between cutting-edge research about the habenula and other forms of wisdom and ways of knowing, the book becomes akin to a multimedia tool for self-improvement, with a Swiss Army knife's worth of techniques, each of which can be utilized as needed—and some of which are destined to outlive their usefulness or to need to be replaced or modified over the course of a lifetime.

The book's credibility is rooted in Bobinet's decades of experience in the health-care industry, working to aid people in recovery and guide them back to health. The referenced, peer-reviewed scientific and medical articles lend further credence to its iterative framework for self-improvement, helping people overcome issues like fear of failure and lack of motivation.

The innovative self-help text *Unstoppable Brain* lays firm yet flexible groundwork for the pursuit of health and happiness.

CAITLIN CACCIATORE (February 13, 2024)

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