Abstract
Self-control, the psychological capacity that enables people to override short-term temptations in favor of long-term goals, is key for personal and societal success. Unfortunately, self-control is arduous and effortful, and modern life is replete with temptations, so people fail at self-control on a daily basis. Three research projects sought to identify simple, effective interventions that would boost self-control through reduced desire for the temptation or enhanced ability to inhibit incipient impulses. Implications for self-control theories and business practices will be discussed.

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All interested are welcome.