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Christoph Augner

Self-Optimization Is Also Not the Solution

An End to Perfection Mania

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- Why self-optimization is not ideal
- Encouragement for an imperfect life

Faster, better and more efficient – more from life in less time. We live in the age of self-optimization: Apps take our body measurements and tell us how many steps we should walk or what we are allowed to eat. In the past, medications were prescribed when we were sick but now we swallow pills to function better, which is called biohacking or neuro-enhancement. But the more we strive for optimisation, the greater our discontent becomes. The psychologist Christoph Augner explains why this situation arose and shows that there is a way out: de-optimisation. If we develop our individuality, define success for ourselves and set our own priorities, we can evade outside determination. This book encourages us to live a perfectly imperfect life.



About the author

Christoph Augner is psychologist and university teacher. He did extensive research work at the University Hospital Salzburg in the field of occupational and organizational psychology as well as human resources development.

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