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What Makes Your Brain Happy: And Why You Should Do the Opposite (Paperback)

By David Di Salvo

Prometheus Books, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. This book reveals a remarkable paradox: what your brain wants is frequently not what your brain needs. In fact, much of what makes our brains happy leads to errors, biases, and distortions, which make getting out of our own way extremely difficult. Author David DiSalvo presents evidence from evolutionary and social psychology, cognitive science, neurology, and even marketing and economics. And he interviews many of the top thinkers in psychology and neuroscience today. From this research-based platform, DiSalvo draws out insights that we can use to identify our brains foibles and turn our awareness into edifying action. Ultimately, he argues, the research does not serve up ready-made answers, but provides us with actionable clues for overcoming the plight of our advanced brains and, consequently, living more fulfilled lives.



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Reviews

It is an awesome publication which i actually have ever read through. it had been written really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- Doyle Schmeler

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin