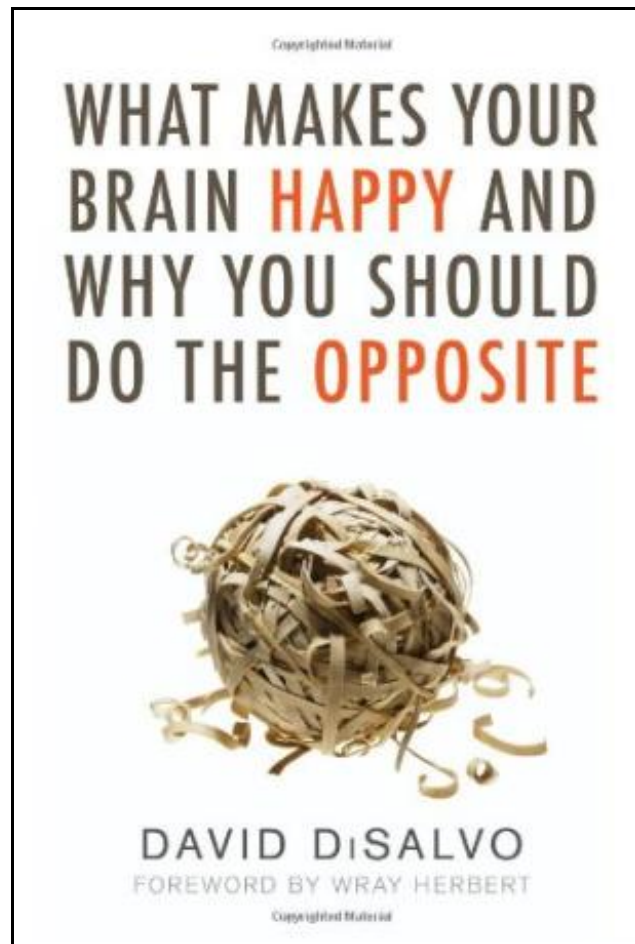


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*This publication will be worth purchasing. It really is written in simple terms instead of difficult to understand. It's been designed in an exceptionally simple way and is particularly only right after I finished reading this ebook in which basically modified me, alter the way I believe.
(Prof. Loyce Runolfsson Jr.)*

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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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