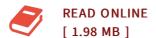




# The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives

By Shankar Vedantam

Random House USA Inc, India, 2010. Paperback. Book Condition: New. 202 x 130 mm. Language: English . Brand New Book. The hidden brain is the voice in our ear when we make the most important decisions in our lives--but we re never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us--and how they are revealed.



### Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be writter in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

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It in a single of the best book. This is for those who statte there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.

# See Also



# Boost Your Child s Creativity: Teach Yourself 2010

Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 130 mm. Language: English. Brand New Book. Every parent wants their child to achieve their full potential. Whatever your child s interest or inclination, from art to music,...



#### The Turn of the Screw

Dover Publications Inc., United States, 2013. Paperback. Book Condition: New. Reprinted edition. 202 x 128 mm. Language: English. Brand New Book. For lucidity and compactness of style, James s short novels, or novelles, are shining examples of his genius. Few other...



# **Short Stories**

Dover Publications Inc., United States, 1995. Paperback. Book Condition: New. 202 x 128 mm. Language: English. Brand New Book. In his stories and in such landmark novels as Sister Carrie and An American Tragedy, Theodore Dreiser (1871 1945) defied literary propriety...



#### The Fire Children

Rebellion, United Kingdom, 2015. Paperback. Book Condition: New. Not for Online. 198  $\times$  130 mm. Language: English . Brand New Book. Fifteen years have passed since Mother Sun last sent her children to walk the world. When the eclipse comes, the people...



### Creeper, Zombie, Skeleton and More Jokes for Kids

Createspace, United States, 2014. Paperback. Book Condition: New. 190 x 130 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Creeper, Zombie, Skeleton and More Jokes for Kids - stocking fillers for kids Awesome Joke Books for Kids - 101...



# **That Recoil of Nature**

Charivari Press, Canada, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book. In 1598 a young Italian noblewoman named Beatrice Cenci murdered her abusive, rapist father. Her actions found many defenders but not the Romantic poet...