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"Kenrick writes like a dream." --
Robert Sapolsky, Professor of Biology
and Neurology, Stanford University;
author of *A Primate's Memoir* and *Why
Zebras Don't Get Ulcers* What do sex

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and murder have to do with the meaning of life? Everything. In *Sex, Murder, and the Meaning of Life*, social psychologist Douglas Kenrick exposes the selfish animalistic underside of human nature, and shows how it is intimately connected to our

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greatest and most selfless achievements. Masterfully integrating cognitive science, evolutionary psychology, and complexity theory, this intriguing book paints a comprehensive picture of the principles that govern our lives. As Kenrick

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divulges, beneath our civilized veneer, human beings are a lot like howling hyenas and barking baboons, with heads full of homicidal tendencies and sexual fantasies. But, in his view, many ingrained, apparently irrational behaviors -- such as inclinations to one-

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night stands, racial prejudices, and conspicuous consumption -- ultimately manifest what he calls "Deep Rationality.&" Although our heads are full of simple selfish biases that evolved to help our ancestors survive, modern human beings are anything but

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simple and selfish cavemen. Kenrick argues that simple and selfish mental mechanisms we inherited from our ancestors ultimately give rise to the multifaceted social lives that we humans lead today, and to the most positive features of humanity,

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including generosity, artistic creativity, love, and familial bonds. And out of those simple mechanisms emerge all the complexities of society, including international conflicts and global economic markets. By exploring the nuance of social psychology and the

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surprising results of his own research, Kenrick offers a detailed picture of what makes us caring, creative, and complex -- that is, fully human.

Illuminated with stories from Kenrick's own colorful experiences -- from his criminally inclined shantytown Irish

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relatives, his own multiple high school expulsions, broken marriages, and homicidal fantasies, to his eventual success as an evolutionary psychologist and loving father of two boys separated by 26 years -- this book is an exploration of our mental biases and

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failures, and our mind's great successes. Idiosyncratic, controversial, and fascinating, *Sex, Murder, and the Meaning of Life* uncovers the pitfalls and promise of our biological inheritance.

In this 2nd edition of *The Business of*

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Choice, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioral scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing

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and brand strategies.

We live in an age of addiction, from compulsive gaming and shopping to binge eating and opioid abuse. What can we do to resist temptations that insidiously and deliberately rewire our brains? Nothing, David Courtwright

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says, unless we understand the global enterprises whose "limbic capitalism" creates and caters to our bad habits.

"The father of cognitive neuroscience" illuminates the past, present, and future of the mind-brain problem How do neurons turn into minds? How does

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physical "stuff"—atoms, molecules, chemicals, and cells—create the vivid and various worlds inside our heads? The problem of consciousness has gnawed at us for millennia. In the last century there have been massive breakthroughs that have rewritten the

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science of the brain, and yet the puzzles faced by the ancient Greeks are still present. In *The Consciousness Instinct*, the neuroscience pioneer Michael S. Gazzaniga puts the latest research in conversation with the history of human thinking about the

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mind, giving a big-picture view of what science has revealed about consciousness. The idea of the brain as a machine, first proposed centuries ago, has led to assumptions about the relationship between mind and brain that dog scientists and philosophers to

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this day. Gazzaniga asserts that this model has it backward—brains make machines, but they cannot be reduced to one. New research suggests the brain is actually a confederation of independent modules working together. Understanding how consciousness

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could emanate from such an organization will help define the future of brain science and artificial intelligence, and close the gap between brain and mind. Captivating and accessible, with insights drawn from a lifetime at the forefront of the field,

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The Consciousness Instinct sets the course for the neuroscience of tomorrow.

The True Story of Andersonville Prison
Factfulness

The Entrepreneurial Instinct: How
Everyone Has the Innate Ability to

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Start a Successful Small Business

The Web of Meaning

The Consciousness Instinct

How to Stop the Cycle of Anxiety,
Fear, and Worry

A Moon Shifter Novel

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BESTSELLER “One of the most important books I’ve ever read—an indispensable guide to thinking clearly about the world.”
– Bill Gates “Hans Rosling tells the story of ‘the secret silent miracle of human progress’ as

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only he can. But Factfulness does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly.” —Melinda Gates

"Factfulness by Hans Rosling, an

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outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases."

- Former U.S. President Barack Obama
Factfulness: The stress-

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reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world's population live in poverty; why the world's

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population is increasing; how many girls finish school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists,

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Nobel laureates, and investment bankers. In *Factfulness*, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical

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new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we

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consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don't know what we don't know, and even our guesses are informed by

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unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn't mean there aren't real concerns. But when we worry about everything all the

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time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, *Factfulness* is an urgent

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and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. ---

“This book is my last battle in my life-long mission to fight

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devastating
ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn't enough. But I hope this

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book will be.” Hans Rosling,
February 2017.

We've all been there-angry with ourselves for overeating, for our lack of willpower, for failing at yet another diet that was supposed to be the last one. But the

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problem is not you, it's that dieting, with its emphasis on rules and regulations, has stopped you from listening to your body. Written by two prominent nutritionists, Intuitive Eating focuses on nurturing your

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body rather than starving it, encourages natural weight loss, and helps you find the weight you were meant to be. Learn:

- *How to reject diet mentality forever
- *How our three Eating Personalities define our eating

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difficulties *How to feel your feelings without using food *How to honor hunger and feel fullness *How to follow the ten principles of Intuitive Eating, step-by-step *How to achieve a new and safe relationship with food and,

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ultimately, your body With much more compassionate, thoughtful advice on satisfying, healthy living, this newly revised edition also includes a chapter on how the Intuitive Eating philosophy can be a safe and effective

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model on the path to recovery from an eating disorder.

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding

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what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result?

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Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded

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in behavioral science.

Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change.

By starting with outcomes instead of processes, the most

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effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at

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organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores

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with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better. Combining research from the

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social sciences, hard sciences, and the humanities, this accessible cross-disciplinary book offers fascinating insights into a key component of human nature and society. What do the Arab Spring, the Robin Hood

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legend, Occupy Wall Street, and the American taxpayer reaction to the \$182 billion bailout of AIG have in common? All are rooted in a deeply ingrained sense of fairness. But where does this universal instinct come from?

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This is the driving question at the heart of L. Sun's *The Fairness Instinct*. Thinkers from Aristotle to Kant, from Augustine to John Rawls, and religions from Christianity to Confucianism, have offered great insight into

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the nature and origins of this basic human desire for fairness. Based on the most recent scientific discoveries in behavioral genetics, neuroscience, psychology, anthropology, economics, and

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evolution, Sun argues that the origins of the fairness instinct cannot be found exclusively in the philosophical, social, and political perspectives to which we so often turn; rather, they can be traced to something much

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deeper in our biological makeup. Taking as his starting point Frans De Waal's seminal study showing that Capuchin monkeys revolt when they are shortchanged by receiving a less valuable reward than their peers

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receive for the same task, Sun synthesizes a wide range of research to explore the biological roots of the fairness instinct. He shows that fairness is much more than a moral value or ideological construct; fairness is

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in our DNA. Combining scientific rigor with accessible and reader-friendly language to relate fascinating stories of animal and human behavior, *The Fairness Instinct* lays out an evolutionary roadmap for how fairness

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emerges and thrives under natural selection and how two powerful engines—social living and social hierarchy—have fueled the evolution of this intricate and potent instinct in all of us.

Probing into the motives that

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underlie such phenomena as envy, consumerism, anti-intellectualism, revenge, revolution, terrorism, marriage, democracy, and religion, Sun showcases the power of the fairness instinct to make our

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history, shape our society, and rule our social lives.

Food Culture, Body Image, and Guilt in America

A Psychologist Investigates How Evolution, Cognition, and Complexity are Revolutionizing

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our View of Human Nature
A Cultural History of Humanity's
Search for Meaning
A Framework for Redefining
Success and Achieving What
Matters Most
The Empathy Instinct

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How Bad Habits Became Big Business

How to Build Products That Create Change

“A captivating guide to finding one’s way in the wild.”—The Wall Street

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Journal The culmination of everything Tristan Gooley has written so far: How to take what you learn about the outdoors—and make it second nature Readers of

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master outdoorsman
Tristan Gooley have
learned that the world
is filled with clues to
look for—we can use the
Big Dipper to tell time,
for example, and a

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budding flower to find south. But what about the innate survival instincts that told Gooley to move on one night, just as he was about to make camp?

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Everything looked perfect, but something felt wrong. When Gooley returned to his abandoned campsite to search for clues, there they were: All of the

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tree trunks were slightly bent. The ground had already shifted once in a storm—and could easily shift again, becoming treacherous in heavy

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rain. The Nature Instinct shows us how Gooley and other expert observers—from hunters in the English countryside to the Pygmy people in the Congo—have

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recovered and rekindled this lost “sixth sense;” a subconscious, deeper understanding of our surroundings. By training ourselves through slow, careful

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observation, we too can unlock this kind of intuition—for finding the forest's edge when deep in the woods, or knowing when a wild animal might pose

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danger—without even having to stop to think about it.

Unlock your innate entrepreneurial talents, take rewarding risks, and launch and run a

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successful business The Entrepreneurial Instinct explains that entrepreneurial success is not the result of education, IQ, access to capital, or even an

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earth-shattering business plan. Instead, it comes from the instincts that enable entrepreneurs to take risks for gain and utilize adaptable action-

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oriented business planning. The Entrepreneurial Instinct shows you how to tap into your innate abilities to become a financially successful

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entrepreneur. Monica Mehta is a Managing Principal at Seventh Capital, a New York-based investment firm where she is actively involved with the day-to-

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day operations of portfolio companies. We call it justice—the assassination of Osama bin Laden, the incarceration of corrupt politicians or

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financiers like Rod Blagojevich and Bernard Madoff, and the climactic slaying of cinema-screen villains by superheroes. But could we not also call

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it revenge? We are told that revenge is uncivilized and immoral, an impulse that individuals and societies should actively repress and

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replace with the order and codes of courtroom justice. What, if anything, distinguishes punishment at the hands of the government from a victim's individual

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desire for retribution?
Are vengeance and
justice really so very
different? No, answers
legal scholar and
novelist Thane Rosenbaum
in *Payback: The Case for*

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Revenge—revenge is, in fact, indistinguishable from justice. Revenge, Rosenbaum argues, is not the problem. It is, in fact, a perfectly healthy emotion.

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Instead, the problem is the inadequacy of lawful outlets through which to express it. He mounts a case for legal systems to punish the guilty commensurate with their

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crimes as part of a societal moral duty to satisfy the needs of victims to feel avenged. Indeed, the legal system would better serve the public if it gave

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victims the sense that vengeance was being done on their behalf. Drawing on a wide range of support, from recent studies in behavioral psychology and

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neuroeconomics, to stories of vengeance and justice denied, to revenge practices from around the world, to the way in which revenge tales have permeated

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popular culture—including Hamlet, The Godfather, and Braveheart—Rosenbaum demonstrates that vengeance needs to be more openly and honestly

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discussed and lawfully practiced. Fiercely argued and highly engaging, Payback is a provocative and eye-opening cultural tour of revenge and its

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rewards—from Shakespeare to The Sopranos. It liberates revenge from its social stigma and proves that vengeance is indeed ours, a perfectly human and acceptable

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response to moral injury. Rosenbaum deftly persuades us to reconsider a misunderstood subject and, along the way, reinvigorates the debate

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on the shape of justice in the modern world.

'If we hope to meet the moral test of our times, then I think we're going to have to talk more about the "empathy

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deficit". The ability to put ourselves in somebody else's shoes, to see the world through somebody else's eyes . . .

. ' Barack Obama Empathy is the power of

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understanding others, imaginatively entering into their feelings. It is a fundamental human attribute, without which mutually co-operative societies cannot

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function. In a revolutionary development, we now know who has it, who lacks it and why. Via the MRI scanner we are mapping the human brain. This is

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a new frontier that reveals a host of beneficial ideas for childcare, teens challenged by the internet, the justice system, decent

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healthcare, tackling racism and resolving conflicts. In this wide-ranging and accessible book full of entertaining stories that are underlined by

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the latest scientific research, Peter Bazalgette also mounts a passionate defence of arts and popular culture as a means of bridging the empathy gap. As the

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world's population expands, consuming the planet's finite resources, as people haunted by poverty and war are on the move and as digital

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communications infinitely complicate our social interactions, we find our patience and our sympathy constantly challenged. Here is the antidote. Culminating in

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a passionate manifesto on empathy, The Empathy Instinct is what makes us human and what can make us better humans. Unraveling the Mystery of How the Brain Makes

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the Mind

THE INSTINCT OF

WORKMANSHIP & THE STATE

OF THE INDUSTRIAL ARTS

The Willpower Instinct

Relearning Our Lost

Intuition for the Inner

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Workings of the Natural
World

How Infectious Ideas Are
Killing Common Sense

Don't Feed the Monkey
Mind

Payback

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In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the

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relevance of our biological heritage to our daily lives as consumers. While culture is important, the author shows that innate evolutionary forces

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deeply influence the foods we eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and

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even the cultural products that stimulate our imaginations (such as art, music, and religion). The book demonstrates that most acts of consumption can

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be mapped onto four key Darwinian drives—namely, survival (we prefer foods high in calories); reproduction (we use products as sexual signals); kin selection

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(we naturally exchange gifts with family members); and reciprocal altruism (we enjoy offering gifts to close friends). The author further highlights the

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analogous behaviors that exist between human consumers and a wide range of animals. For anyone interested in the biological basis of human behavior or simply

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in what makes consumers tick—marketing professionals, advertisers, psychology mavens, and consumers themselves—this is a fascinating read.

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There are stories where the girl gets her prince, and they live happily ever after.

(This is not one of those stories.) Jenna Lord's first sixteen

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years were not exactly a fairy tale. Her father is a controlling psycho and her mother is a drunk. She used to count on her older brother—until he shipped

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off to Iraq. And then, of course, there was the time she almost died in a fire. There are stories where the monster gets the girl, and everyone cries for

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his innocent victim.

(This is not one of those stories either.)

Mitch Anderson is many things: A dedicated teacher and coach. A caring husband. A man

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with a
certain...magnetism. And
there are stories where
it's hard to be sure
who's a prince and who's
a monster, who is a
victim and who should

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live happily ever after. (These are the most interesting stories of all.) Drowning Instinct is a novel of pain, deception, desperation, and love against the

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odds—and the rules.
A compelling foundation
for a new story of
interconnectedness,
showing how, as our
civilization unravels,
another world is

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possible. Award-winning author, Jeremy Lent, investigates humanity's age-old questions—Who am I? Why am I? How should I live?—from a fresh perspective, weaving

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together findings from modern systems thinking, evolutionary biology, and cognitive neuroscience with insights from Buddhism, Taoism, and Indigenous

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wisdom. The result is a breathtaking accomplishment: a rich, coherent worldview based on a deep recognition of connectedness within ourselves, between each

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other, and with the entire natural world. As our civilization careens toward a precipice of climate breakdown, ecological destruction, and gaping inequality,

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people are losing their existential moorings. Our dominant worldview of disconnection—which tells us we are split between mind and body, separate from each

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other, and at odds with the natural world—has passed its expiration date. Yet another world is possible. The Web of Meaning offers a compelling foundation

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for the new story that could enable humanity to thrive sustainably on a flourishing Earth. It's a book for everyone looking for deep and coherent answers to the

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crisis of civilization. Decoding the Irrational Consumer was written to help marketing practitioners demystify neuromarketing, a relatively new field of

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marketing research used to understand consumer response to marketing stimuli. This book presents in plain terms the key theoretical tools required to

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implement neuromarketing studies and achieve desired research outcomes. Marketers and researchers will learn how to effectively and confidently brief data

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processors, and confer with neuroscientists and technicians. They will gain keen understanding of recent developments in behavioural science and data-processing

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technology, as well as sophisticated neuromarketing tools used to understand subconscious responses including behavioural economics, eye-tracking,

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implicit response measures, and facial coding. The author discusses when to apply these techniques and others, how to combine them effectively and how

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to correctly interpret resulting data to generate valuable insights that aid in decision making. About the series: The Marketing Science series

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makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an

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expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and techniques and in

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commissioning external
research.

How to Create a More
Civil Society

Intuitive Eating, 2nd
Edition

Gurt Swanenberg

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What Juicy Burgers,
Ferraris, Pornography,
and Gift Giving Reveal
about Human Nature
The 5 Masculine
Instincts
The Evolutionary Bases

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of Consumption

How Human Instinct

Influences Everyone's

Decisions

This eBook edition of "THE INSTINCT
OF WORKMANSHIP & THE STATE OF
THE INDUSTRIAL ARTS" has been

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formatted to the highest digital standards and adjusted for readability on all devices. "The following work attempts an analysis of such correlation as is visible between industrial use and wont and those other institutional facts that go to make up any given phase of

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civilisation. It is assumed that in the growth of culture, as in its current maintenance, the facts of technological use and wont are fundamental and definitive, in the sense that they underlie and condition the scope and method of civilization in other than the

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technological respect, but not in such a sense as to preclude or overlook the degree in which these other conventions of any given civilisation in their turn react on the state of the industrial arts. The analysis proceeds on the materialistic assumptions of modern science, but without

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prejudice to the underlying question as to the ulterior competency of this materialistic conception considered as a metaphysical tenet. The inquiry simply accepts these mechanistic assumptions of material science for the purpose in hand, since these afford the currently acceptable terms

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of solution for any scientific problem of the kind in the present state of preconceptions on this head..."

(Preface) Thorstein Veblen (1857-1929) was an American economist and sociologist. He is well known as a witty critic of capitalism. Veblen is famous for the idea of

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"conspicuous consumption."

Conspicuous consumption, along with "conspicuous leisure," is performed to demonstrate wealth or mark social status. Veblen explains the concept in his best-known book, *The Theory of the Leisure Class*. Within the history of economic thought, Veblen is

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considered the leader of the institutional economics movement. Veblen's distinction between "institutions" and "technology" is still called the Veblenian dichotomy by contemporary economists. Winner of the 2016 Berry - AMA Book Prize for Best Book in Marketing from

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the American Marketing Association!
Named Marketing Book of the Year
for 2016 by Marketing & Sales Books!
Reshape Consumer Behavior by
Making Your Brand the Instinctive,
Intuitive, Easy Choice • Discover
powerful new ways to simplify and
guide consumer decisions • Gain

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actionable insights into social influence, how people plan, and how they interpret the past • Leverage surprising advances in neuroscience, evolutionary biology, and the behavioral and social sciences
Whatever your marketing or behavioral objective, you'll be far

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more successful if you know how humans choose. Human intuitions and cognitive mechanisms have evolved over millions of years, but only now are marketers beginning to understand their impact on people's decisions. The Business of Choice helps you apply new scientific

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insights to make your brand or target behavior the easiest, most instinctive choice. Matthew Willcox integrates the latest research advances with his own extensive enterprise marketing experience at FCB's Institute of Decision Making. Willcox explains why we humans often seem so

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irrational, how marketers can leverage the same evolutionary factors that helped humans prosper as a species, how to make decisions simpler for your consumers, and how to make them feel good about their choices, so they keep coming back for more!

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This is the first book to overtly consider how basic evolutionary thinking is being applied to a wide range of special social, economic, and technical problems. It draws together a collection of renowned academics from a very disparate set of fields, whose common interest lies in using

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evolutionary thinking to inform their research.

An exploration, both personal and deeply reported, of how we learn to eat in today's toxic food culture. Food is supposed to sustain and nourish us. Eating well, any doctor will tell you, is the best way to take care of

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yourself. Feeding well, any human will tell you, is the most important job a mother has. But for too many of us, food now feels dangerous. We parse every bite we eat as good or bad, and judge our own worth accordingly. When her newborn daughter stopped eating after a medical crisis, Virginia

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Sole-Smith spent two years teaching her how to feel safe around food again — and in the process, realized just how many of us are struggling to do the same thing. The Eating Instinct visits kitchen tables around America to tell Sole-Smith's own story, as well as the stories of women recovering

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from weight loss surgery, of people who eat only nine foods, of families with unlimited grocery budgets and those on food stamps. Every struggle is unique. But Sole-Smith shows how they're also all products of our modern food culture. And they're all asking the same questions: How did I

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learn to eat this way? Why is it so hard to feel good about food? And how can I make it better?

Consuming Instinct

The Age of Addiction

What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature

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Reflections on the Origins of
Numinous Perception
Mating Instinct

The Consuming Instinct

The Nature Instinct

Don't trust your instincts—there is a better path to becoming a better man. It's no secret: today's men face a dilemma.

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Our culture tells them that their instincts are either toxic or salvific. Men are left with only two options: deconstruct and forfeit masculine identity or embrace it with wild abandon. They 're left to decide between ignoring their instincts or indulging them. Neither approach helps them actually understand their own masculine experiences

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nor how those experiences can lead them to become better men of God. The Bible doesn't shy away from the reality of masculine instincts nor all of the ways those instincts can lead to destruction. Examining the lives of five men of the Bible, *The 5 Masculine Instincts* shows that these men aren't masculine role models or heroes but

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are men who wrestled with their own desires and, by faith, matured them into something better. Through this book you ' ll discover your own instincts are neither curse nor virtue. They are the experiences by which you develop a new and better instinct—an instinct of faith. By exploring sarcasm, adventure, ambition, reputation, and

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apathy, The 5 Masculine Instincts shows you how to better understand yourself and how your own instincts can be matured into something better. This is the path by which we become better men.

The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns

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and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat,

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the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology. Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian

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modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reverse causal link, as proposed by social

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constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others): appearance-enhancing products and services; financial and physical risk-taking; use of sexual imagery and the depictions of women in advertising; and television

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programs, movies, songs, music videos, literature, religion, and art. The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based

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theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena. An Italian ethnobotanist explores the remarkable propensity of wild animals to

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seek out and use psychoactive substances.

- Throws out behaviorist theories that claim animals have no consciousness.
- Offers a completely new understanding of the role psychedelics play in the development of consciousness in all species.
- Reveals drug use to be a natural instinct.

From caffeine-dependent goats to nectar

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addicted ants, the animal kingdom offers amazing examples of wild animals and insects seeking out and consuming the psychoactive substances in their environments. Author Giorgio Samorini explores this little-known phenomenon and suggests that, far from being confined to humans, the desire to experience altered

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states of consciousness is a natural drive shared by all living beings and that animals engage in these behaviors deliberately.

Rejecting the Western cultural assumption that using drugs is a negative action or the result of an illness, Samorini opens our eyes to the possibility that beings who consume psychedelics--whether humans or

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animals--contribute to the evolution of their species by creating entirely new patterns of behavior that eventually will be adopted by other members of that species. The author's fascinating accounts of mushroom-loving reindeer, intoxicated birds, and drunken elephants ensure that readers will never view the animal world in quite the same way

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again.

As acclaimed psychological researcher and author David Buss writes, "People are mesmerized by murder. It commands our attention like no other human phenomenon, and those touched by its ugly tendrils never forget." Though we may like to believe that murderers are pathological

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misfits and hardened criminals, the vast majority of murders are committed by people who, until the day they kill, would seem to be perfectly normal. David Buss's pioneering work has made major national news in the past, and this provocative book is sure to generate a storm of attention. *The Murderer Next Door* is a riveting look into

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the dark underworld of the human psyche—an astonishing exploration of when and why we kill and what might push any one of us over the edge. A leader in the innovative field of evolutionary psychology, Buss conducted an unprecedented set of studies investigating the underlying motives and circumstances of murders, from the

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bizarre outlier cases of serial killers to those of the friendly next-door neighbor who one day kills his wife. Reporting on findings that are often startling and counterintuitive—the younger woman involved in a love triangle is at a high risk of being killed—he puts forth a bold new general theory of homicide, arguing that the human psyche has evolved

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specialized adaptations whose function is to kill. Taking readers through the surprising twists and turns of the evolutionary logic of murder, he explains exactly when each of us is most at risk, both of being murdered and of becoming a murderer. His findings about the high-risk situations alone will be news making. Featuring gripping storytelling

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about specific murder cases—including a never used FBI file of more than 400,000 murders and a highly detailed study of 400 murders conducted by Buss in collaboration with a forensic psychiatrist, and a pioneering investigation of homicidal fantasies in which Buss found that 91 percent of men and 84 percent of women have had at least one such

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vivid fantasy—The Murderer Next Door will be necessary reading for those who have been fascinated by books on profiling, lovers of true crime and murder mysteries, as well as readers intrigued by the inner workings of the human mind.

The Business of Choice

How Self-Control Works, Why It Matters,

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and What You Can Do to Get More of It

What Game Are You Playing?

Sex, Murder, and the Meaning of Life

The Case for Revenge

From instinct To Identity

A Guide to Becoming a Better Man

***Argues that the human
nature to be consumers is***

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more ingrained in our biology than a product of our culture.

Based on Stanford University psychologist Kelly McGonigal's wildly popular course "The

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Science of Willpower," The Willpower Instinct is the first book to explain the science of self-control and how it can be harnessed to improve our health, happiness, and

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productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, The Willpower Instinct

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explains exactly what willpower is, how it works, and why it matters. For example, readers will learn:

- *Willpower is a mind-body response, not a virtue. It is a biological*

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function that can be improved through mindfulness, exercise, nutrition, and sleep. • Willpower is not an unlimited resource. Too much self-control can

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actually be bad for your health. • Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower • Guilt and

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shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control. • Giving up control is sometimes the only way to gain self-

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***control. • Willpower failures are contagious—you can catch the desire to overspend or overeat from your friends—
—but you can also catch self-control from the***

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right role models. In the groundbreaking tradition of Getting Things Done, The Willpower Instinct combines life-changing prescriptive advice and complementary exercises to

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help readers with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

"Explores key patterns of

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meaning underlying various cultures, from ancient times to the present, showing how values emerge from the ways in which cultures find meaning and how those values shape the

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future" --

In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our

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biological heritage to our daily lives as consumers. While culture is important, the author shows that innate evolutionary forces deeply influence the foods we

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eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and even the cultural products that stimulate our

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imagination (such as art, music, and religion). The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives—namely, survival (we

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prefer foods high in calories); reproduction (we use products as sexual signals); kin selection (we naturally exchange gifts with family members); and reciprocal

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altruism (we enjoy offering gifts to close friends). The author further highlights the analogous behaviors that exist between human consumers and a wide range

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of animals. For anyone interested in the biological basis of human behavior or simply in what makes consumers tick-marketing professionals, advertisers, psychology

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mavens, and consumers themselves-this is a fascinating read.

Ten Reasons We're Wrong About the World--and Why Things Are Better Than You Think

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***Animals and Psychedelics
Evolutionary Psychology in
the Business Sciences
How to Commission, Run and
Generate Insights from
Neuromarketing Research
A Revolutionary Program***

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***That Works
Why the Mind Is Designed
to Kill
Applied Evolutionary
Psychology***

*Originally published in 1928, the
principle aim of this book was to*

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present and apply an original viewpoint in psychology. The work is substantially that of a thesis on "The Problem of Personality in the Light of Recent Psychology" for which the author was awarded the degree of Doctor of Letters in the

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*University of Melbourne in 1925.
Today it can be read and enjoyed in
its historical context.*

*When the woman he loved but
refused to make his bondmate is
attacked and left for dead, powerful
lupine shifter Jayce Kazan,*

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regretting his decision, is determined to save the beautiful human seer and prove that he is the one she should be with--forever. Original.

The very things we do to control anxiety can make anxiety worse.

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This unique guide offers a cognitive behavioral therapy (CBT)-based approach to help you recognize the constant chatter of your anxious “monkey mind,” stop feeding anxious thoughts, and find the personal peace you crave. Ancient

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sages compared the human mind to a monkey: constantly chattering, hopping from branch to branch—endlessly moving from fear to safety. If you are one of the millions of people whose life is affected by anxiety, you are familiar

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with this process. Unfortunately, you can't switch off the "monkey mind," but you can stop feeding the monkey—or stop rewarding it by avoiding the things you fear. Written by psychotherapist Jennifer Shannon, this book shows you how

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to stop anxious thoughts from taking over using proven-effective cognitive behavioral therapy (CBT), acceptance and commitment therapy (ACT), and mindfulness techniques, as well as fun illustrations. By following the exercises in this book,

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you'll learn to identify your own anxious thoughts, question those thoughts, and uncover the core fears at play. Once you stop feeding the monkey, there are no limits to how expansive your life can feel. This book will show you how anxiety can

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only continue as long as you try to avoid it. And, paradoxically, only by seeking out and confronting the things that make you anxious can you reverse the cycle that keeps your fears alive.

It's All a Game From the moment

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we are born, others' expectations shape our behaviors, choices, and definitions of success. We build our personal and professional lives around those expectations and at some point, many of us wonder if we are on the right path. We may want

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to make changes, but it's difficult and we don't know how to start. In What Game Are You Playing?, author Robin Moriarty, PhD shares her view on what being “successful” should look like, and those views will be a surprise to many.

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According to Moriarty, life is a game, and it is up to each individual to determine just what kind of game they want to play. The author guides readers through a process that shows them how to assess their current state and outlines the steps

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they need to take in order to achieve their new game and own version of success. The book enables readers to—

- *Gain awareness of the way they want to live their lives*

Reframe success on their own terms

- *Map out what they will need to do*

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to get there Through a series of examples and exercises designed as a game, Moriarty helps readers recognize—and then step away from—the expectations of others so they can define and pursue their own version of success in work and

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in life. Through this process of finding and designing their own games,, readers will no longer be a pawn in someone else's.

Marketing to Consumers' Instincts

The Patterning Instinct

Decoding the Irrational Consumer

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Start at the End

The Eating Instinct

The Interdisciplinary Science of Consumption

Integrating Science and Traditional Wisdom to Find our Place in the Universe

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All individuals who operate in the business sphere, whether as consumers, employers, employees, entrepreneurs, or financial traders to name a few constituents, share a common biological heritage and are defined by a universal human

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nature. As such, it is surprising that so few business scholars have incorporated biological and evolutionary-informed theories within their conceptual toolboxes. This edited book addresses this lacuna by culling chapters at the intersection of

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the evolutionary behavioral sciences and specific business contexts including in marketing, consumer behavior, advertising, innovation and creativity, intertemporal choice, negotiations, competition and cooperation in organizational

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settings, sex differences in workplace patterns, executive leadership, business ethics, store design, behavioral decision making, and electronic communication. To reword the famous aphorism of T. G. Dobzhansky, nothing in business

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makes sense except in the light of evolution.

From Instinct to Identity begins an account of personality development by tracing the legacy of the human species from its primate heritage to its present form. Findings from

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ethology, primate studies, linguistics, and other sources are used to construct an account of the unique features of man. The evolution of early cultures is shown through use of anthropological work. The ideas of Sigmund Freud, particularly as

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modified by Erik Erikson, are presented together with the theories and findings of Jean Piaget and his collaborators in a series of chapters that follow the person from infancy to adolescence. Other chapters examine play, dreams, and

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fantasy; anxiety and its effects on the development of self; moral development; and identity. The emphasis throughout is on the growth of self, and its impact on social norms. The author blends together theories and findings from psychoanalysis,

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psychology, ethology, humanistic psychology, and child development, develops a model of human motivation in which the basic emotional systems of love, anxiety, aggression, curiosity and intelligence are traced from their primate background

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through the humanlife cycle. He brings together classic ideas on guilt andconscience with research on moral reasoning and egodevelopment,and clarifi es diffi cult ideas in a clear, directprose style. This classic volume, now available in

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paperback with a new introduction by the author, will find a new audience among anthropologists as well as psychologists interested in the evolution of human behavior. Louis Breger is professor of psychoanalytic studies emeritus

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at the California Institute of Technology in Pasadena. He is a practicing psychotherapist and psychoanalyst, and is the founding president of the Institute of Contemporary Psychoanalysis, Los Angeles. He has written other

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books and a number of scholarly articles on psychoanalytic topics including the acclaimed biography, Freud: Darkness in the Midst of Vision, and Dostoevsky: The Author as Psychoanalyst. Contemporary Dutch artist Gurt Swaneberg was strongly

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influenced by medieval artist Hieronymus Bosch (b. 1450) and the extravagant, sinister details that flourished in his paintings. In an approach that references the 17th-century practice known as taolennou, Swaneberg (b. 1976) captures the seven deadly

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sins by painting minute logos, brand names, hazard pictograms and even currency with a fine brush on objects like skulls, frog skeletons and glass bottlescovering them in images that resemble a bizarre collage of stickers. To mark the 500th

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anniversary of Bosch's death, Consuming Instinct was published in conjunction with the exhibition at the Netherlands Noordbrabants Museum (October 2016/January 2017) as part of the Jheronimus Bosch 500 Nation Event Year. This glossy magazine-

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like exhibition catalog features Swanebergs new series of works together for the first time with a foreword by Hans November, introduction by Ad de Visser and essay by Jan van Laarhoven.

"Read this book, strengthen your resolve, and help us all return to

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reason." —JORDAN PETERSON
The West's commitment to freedom, reason, and true liberalism have become endangered by a series of viral forces in our society today. Renowned host of the popular YouTube show "The SAAD Truth",

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Dr. Gad Saad exposes how an epidemic of idea pathogens are spreading like a virus and killing common sense in the West. Serving as a powerful follow-up to Jordan Peterson's book 12 Rules for Life Dr. Saad unpacks what is really happening in

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progressive safe zones, why we need to be paying more attention to these trends, and what we must do to stop the spread of dangerous thinking. A professor at Concordia University who has witnessed this troubling epidemic first-hand, Dr. Saad

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dissects a multitude of these concerning forces (corrupt thought patterns, belief systems, attitudes, etc.) that have given rise to a stifling political correctness in our society and how these have created serious consequences that must be

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**remedied-before it's too late.
Instinct, Environment and
Behaviour (Psychology Revivals)
The Natural World and the
Instinct to Alter Consciousness
The Parasitic Mind
Instinct and Revelation
The Murderer Next Door**

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The Fairness Instinct

Drowning Instinct

What can the evolution of animal behaviour tell us about human behaviour? More specifically, how good an account of animal behaviour can we give in terms of evolution, and how do humans fit in with or deviate from the

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**pattern established for other animals?
The biological approach to the study of animal behaviour has important implications for psychology, but it is distinctly different. Originally published in 1984, this book provides a basic introduction to biological theories about behaviour, from the classic ethological**

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tradition of Lorenz and Tinbergen to the later sociobiological approach. The principles of experimentation and research involved are assessed critically, especially with regard to their implications for the study of human behaviour. Written specifically for those with little biological knowledge, this

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book will still be of interest to students of biology and introductory psychology alike.

Instinct and Revelation revolves around the hypothesis that ritual behavior and imaginative awareness in early hominids may have helped to spawn the evolution of the human brain and

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human consciousness. Using an integral perspective comparable with systems theory, the book carefully interweaves fact and theory from physical and cultural anthropology, psychobiology and the brain sciences, psychology, and to a lesser degree, eastern philosophy. This book breaks from tradition by

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discussing from a primarily anthropological perspective the origin of human consciousness within a philosophical framework that embraces precepts from human evolution, evolutionary psychology, the neurosciences, biocultural anthropology, and cultural symbolic

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anthropology.

Our drive to consume -- our desire for food, clothing, smart phones, and megahomes -- evolved from our ancestors' drive to survive. But the psychological and neural processes that originally evolved to guide mammals toward resources that are necessary but

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scarce may mislead us in modern conditions of material abundance. Such phenomena as obesity, financial bubbles, hoarding, and shopping sprees suggest a mismatch between our instinct to consume and our current environment. This volume brings together research from psychology,

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neuroscience, economics, marketing, animal behavior, and evolution to explore the causes and consequences of consumption. Contributors consider such topics as how animal food-storing informs human consumption; the downside of evolved "fast and frugal" rules for eating; how future discounting

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and the draw toward immediate rewards influence food consumption, addiction, and our ability to save; overconsumption as social display; and the policy implications of consumption science. Taken together, the chapters make the case for an emerging interdisciplinary science of consumption

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that reflects commonalities across species, domains, and fields of inquiry. By carefully comparing mechanisms that underlie seemingly disparate outcomes, we can achieve a unified understanding of consumption that could benefit both science and society.

A Defense of Major Henry Wirz

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Instinct

Instinct and Personality
The Robin Hood Mentality and Our
Biological Nature