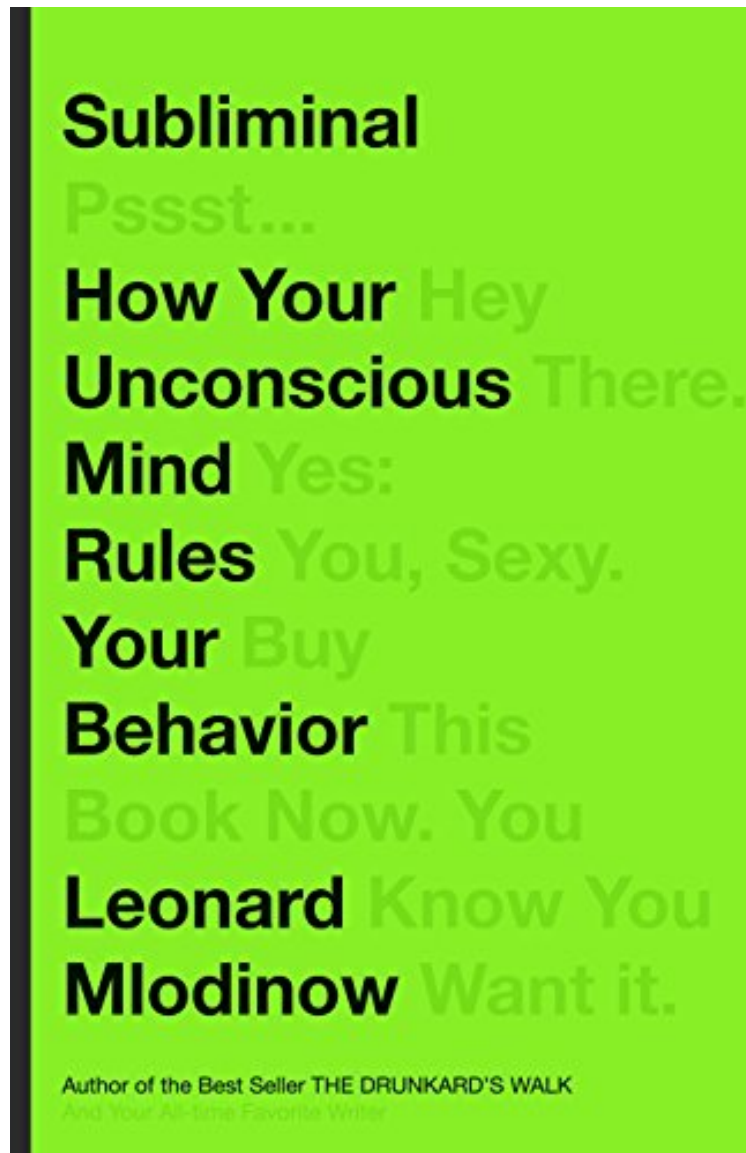


Subliminal: How Your Unconscious Mind Rules Your Behavior

Leonard Mlodinow

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Leonard Mlodinow : Subliminal: How Your Unconscious Mind Rules Your Behavior before purchasing it in order to gage whether or not it would be worth my time, and all praised Subliminal: How Your Unconscious Mind Rules Your Behavior:

1 of 1 people found the following review helpful. I bought this hardcover book for less than 10\$ #vanquishingBy IanThis book is full of cogent stories in my estimate that keep you perusing on and on to finish the end of the chapter. I found the information to be well research and very insightful, as well as a bit risible from time to time. Most books presenting anything about neuroscience can be a bit drudging but Leonard's writing style was able to keep my interest

till the end. I finished it in less than a week and I believe I was able to learn quite a few things from the author. Very satisfied, would recommend to anyone interested in psychology or cognitive studies. 1 of 1 people found the following review helpful. Do you really believe what you are saying to yourself? By SilverLady I always thought of myself as a rational unbiased (usually) individual. This book convinced me there could be a completely different story! My brain finds a way to give "objectivity" to my implicit biases. This is a well researched complete explanation of the "truth" behind our reasoning. The book is Well worth the read. Easily understandable, well written, and sometimes humorous; the author is superb. 5 of 5 people found the following review helpful. How and why "the work done by the unconscious is a critical part of our evolutionary mechanism" By Robert Morris Some of the best introductions to a work of non-fiction such as Subliminal are found when an author is sharing final thoughts. That is why I always read the epilogue or final chapter first. Here is what Leonard Mlodinow has to say when concluding his brilliant book: "We choose the facts that we want to believe. We also choose our friends, lovers, and spouses not just because of the way we perceive them but because of the way they perceive us. Unlike phenomena in physics, in life, events can often obey one theory or another, and what actually happens can depend largely upon which theory we choose to believe. It is a gift of the mind to be extraordinarily open to accepting theory of ourselves that pushes us in the direction of survival, and even happiness. And so my parents did not sleep that night, while my father taught my mother to sew." The details of that scene are best revealed within the narrative, in context, and have significance only if you have thought about all that Mlodinow has previously shared. I remain unconvinced that my subconscious mind rules my behavior or that it rules Mlodinow's but I realized decades ago that the subconscious was -- and remains -- one of the most powerful and yet least understood forces in neuroscience. Only recently has it been possible to quantify at least some of its influence on decision-making, for example. The Latin root of the word "subliminal" translates to "below threshold," suggests that there were a few curious souls who sensed, at least, that there was something other than reason involved with choices. One of Mlodinow's primary purposes is serve as a travel companion for his reader during an exploration, in his words, "of our evolutionary heritage, of the surprising and exotic forces at play beneath the surface of our own minds, and of the impact of those unconscious instincts on what is usually considered willed, rational behavior -- and impact that is much more powerful than we have previously believed it to be." These are among the dozens of business subjects and issues of special interest and value to me, also listed to indicate the scope of Mlodinow's coverage. o Interpretation of behavior (11-126, 38-41, 79-80, and 115-118) o Collective behavior (26-29) o Sensory input for brain (45-51 and 96-100) o Phonemic restoration (48-50) o Groups (68-70 and 161-175) o Aggressive behavior 92-96) o fMRI (functional magnetic resonance imaging (100-104) o Perception (107-125, and 199-203) o Impact of physical appearance (Pages 126-144) o Competitive behavior, in-groups, and, conscious behavior (161-175 and 30-35, 42-45) o Illusions (183-188) o Introspection and self-identity (196-218) o Motivated reasoning (200-214) Mlodinow's narrative is lively and eloquent. However, Subliminal is by no means an "easy read but will generously reward those who read it with a combination of curiosity, attention, and patience. I re-read it before setting to work on this review and, as with a great novel rich in compelling drama involving memorable characters, my mind picked up points of information, insights, and wit I previously missed. For non-scientists such as I, Mlodinow manages somehow to cover a great deal of important material without dumbing it down. In this context I am reminded of the works of Richard Feynman and, more recently, Daniel Dennett. Frankly, I have always been suspicious of "positive illusions" which, in my opinion, are actually delusions. Mlodinow has convinced me that such positive illusions/delusions can sometimes help people to overcome or at least cope more effectively with unpleasant realities. The value of this book will be determined almost completely by how receptive and accessible a reader is to material that may be unfamiliar or inaccessible. Trust him and trust yourself. So, I urge you to read this book if you are curious to learn more than you know now about (a) the relationship between the conscious and unconscious mind, (b) how they interact and sometimes compete, (c) what their interactions and separate activities reveal about decision-making, and finally (d) how an increased (albeit incomplete) understanding of what is happening "below threshold," ours and everyone else's. New knowledge and understanding await you, as do Leonard Mlodinow and his book. Let the journey of exploration begin.

From the bestselling author of *The Drunkard's Walk* and coauthor of *The Grand Design* (with Stephen Hawking), a startling and eye-opening examination of how the unconscious mind shapes our experience of the world. Winner of the 2013 PEN/E.O. Wilson Literary Science Writing Award Over the past two decades of neurological research, it has become increasingly clear that the way we experience the world--our perception, behavior, memory, and social judgment--is largely driven by the mind's subliminal processes and not by the conscious ones, as we have long believed. In *Subliminal*, Leonard Mlodinow employs his signature concise, accessible explanations of the most obscure scientific subjects to unravel the complexities of the subliminal mind. In the process he shows the many ways it influences how we misperceive our relationships with family, friends, and business associates; how we misunderstand the reasons for our investment decisions; and how we misremember

important events--along the way, changing our view of ourselves and the world around us.