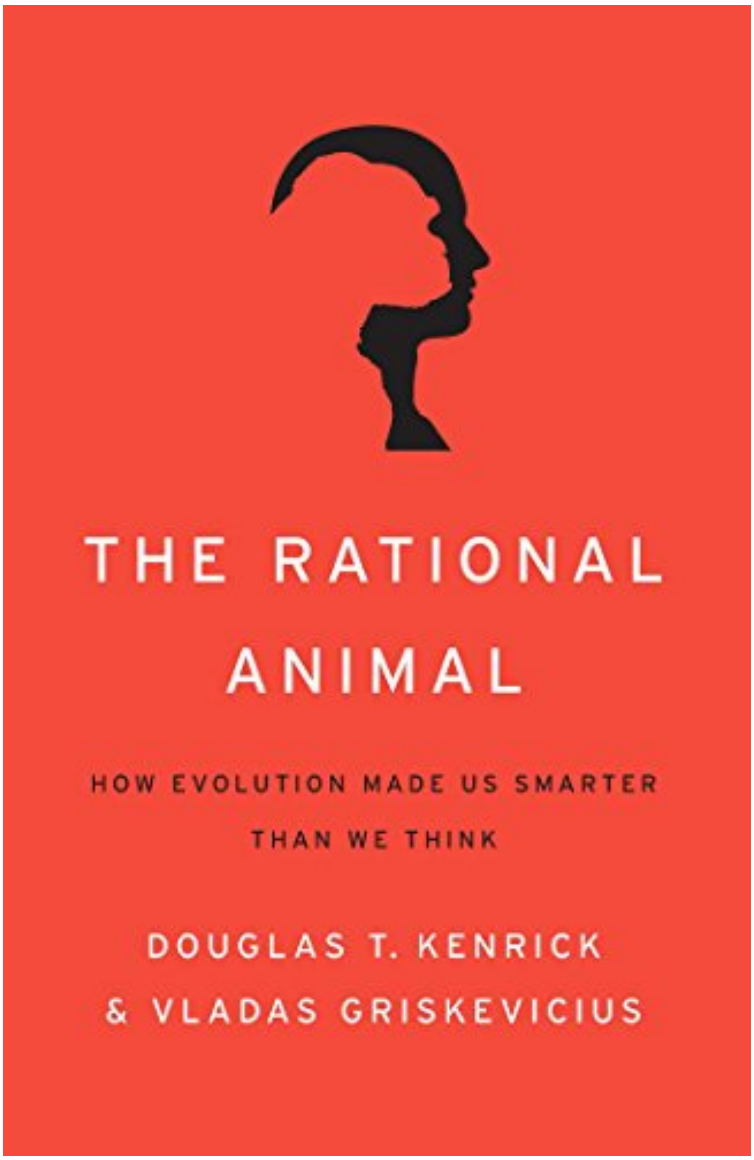
(Free read ebook) The Rational Animal: How Evolution Made Us Smarter Than We Think

The Rational Animal: How Evolution Made Us Smarter Than We Think

Douglas T. Kenrick, Vladas Griskevicius
*ePub | *DOC | audiobook | ebooks | Download PDF*



Donwload Read Online

#599845 in eBooks 2013-09-10 2013-09-10File Name: B00BKRW52S | File size: 37.Mb

Douglas T. Kenrick, Vladas Griskevicius : The Rational Animal: How Evolution Made Us Smarter Than We Think before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rational Animal: How Evolution Made Us Smarter Than We Think:

2 of 2 people found the following review helpful. Great insights into why we appear to make bad choicesBy Chris CraffordThis book gives great understanding and insight into why we often make decisions and take actions we

ourselves don't understand in retrospect, and the people around us, that know us, definitely think we lost it!The idea that we have sub personas, deeply vested in our ancient past makes a lot of sense to me and fits well with our observed behavior.As a manager of a large team, and working in a company where I need to influence many people that do not report to me understanding these sub personas and what drives them is very helpful. This knowledge can and will change how I approach getting difficult messages across, especially when consequential action is needed. By bringing a persona to the forefront that has behaviors sympathetic to the specific issue, you can more easily get decisions made, ideas accepted, and action taken.I highly recommend reading this book, whatever you do in life. If nothing else if will give you new perspectives on why people do the things they do!2 of 2 people found the following review helpful. A great read! A whole new way for looking at the biases involved in human decision making.By Patrick VynckeThis is truly a great read for anyone interested in the human mind in general and human decision making in particular. In recent years we've already witnesses a major shift from a rational-economic model of the human mind to a more psychologically based irrational and intuitive model of human decision making, in which biases, heuristics, gut feelings, and habits are at center stage. Kenrick and Griskevicius, both eminent evolutionary social psychologists, now provide us with a view on where this hot new field of scientific research and debate should be heading: towards an evolutionary understanding of where those biases, heuristics and gut feelings come from, how they contribute to deeply rational (that is, fitness enhancing) decisions most of the time, and truly moronic decisions sometimes, and how they are dependent upon which of your seven subselves is currently activated. I am convinced that this book may be the start of a new and massive research program that will help us come to a full-blown science of human decision making.Patrick Vyncke, professor of communication management at Ghent University (Belgium)1 of 1 people found the following review helpful. Great read despite the criticismBy S. SahaAs a classically trained economist and someone who has gotten into Psychology and Behavior Economics, I learned a great deal reading this book. It changed the way I looked at human behavior. I never knew the evolutionary perspective on human behavior existed. I was reluctant to read this book given Taleb's negative review. However, I am glad I read it. Maybe Taleb's criticism is higher level stuff, but for ordinary readers like me, I think the information in Rational Animal is great. I now understand why Robert Cialdini, the author of "Influence," recommends this book.

Why are Amazonian hunter-gatherers better at logic than Harvard students? Why did the Zambian president reject food donations during a famine? And why do billionaires work so hardmdash;only to give their hard-earned money away? In this animated tour of the latest in behavioral science, psychologist Douglas T. Kenrick and marketing professor Vladas Griskevicius argue that while our decision making may seem superficially irrational, our misjudgments are the result of a psychological mismatch between ancestral drives for survival and our modern lifestyles. Ultimately, The Rational Animal offers an uplifting messagemdash;that while our brains may still house caveman impulses, we have evolved to be smarter than we think.

From BooklistSheer stupidity is what economic rationalists see when Elvis Presley buys 100 glitzy Cadillacs, when New York governor Eliot Spitzer pays as much as $80,000 for escort services, and when Steven Spielberg invests with Bernie Madoff. But Kenrick and Griskevicius see something more complex. In these apparently stupid decisions, they discern the results of an evolutionary history that impels men and women to ignore their own immediate self-interest in ways that ultimately foster the biological success of the species. That biological success, the authors argue, depends on a human identity that evolution has partitioned into seven separate subselves, each serving a different fundamental human need: self-protection, disease avoidance, affiliation, status, mate acquisition, mate retention, and kin care. When the environment triggers behaviors inscribed in any of these subselves, economic rationality may go out the window. Some readers may protest that the authors are offering biological justifications for foolishness. But the authors actually provide readers with helpful strategies for managing their evolutionary subselves prudently. A persuasivemdash;and entertainingmdash;look at the Darwinian dynamics of decision making. --Bryce Christensen "A persuasive--and entertaining--look at the Darwinian dynamics of decision making."--Booklist"Why do we overspend, underinvest, and make seemingly poor decisions?nbsp;The Rational Animalnbsp;shows that the answer comes from a simple, but often overlooked place: Our animal ancestors. ... But rather than making us foolishly irrational, looking deeper inside ourselves reveals a surprisingly brilliant beast."--Jonah Berger, author ofnbsp;Contagious: Why Things Catch On"...a fascinating, compelling, and fun case that people's decision-making embodies a deep evolutionary rationality rather than a superficial economic rationality. If you want to ...really understand what is going on in modern consumerist capitalism-- to dive deeper into our paleo-rationality than Dan Ariely or Daniel Kahneman have dared to go, you must read this book."--Geoffrey Miller, University of New Mexico, and author ofnbsp;The Mating Mindnbsp;andnbsp;Spent"Vigorously investigated... Sharp, piquant science/behavioral-economics writing."--Kirkus s"Do you want to understand all kinds of human judgment errors that seemed inexplicable before? And do you want to be able to profit handsomely from that new and deep form of understanding? Then don't miss the profound insights of this groundbreaking book."--Robert B. Cialdini, author ofnbsp;Influence: The Psychology of Persuasion"The Rational Animalnbsp;is so persuasive that it could convince an ardent Wall Street economist to throw away his copy of Adam

Smith'snbsp;The Wealth of Nationsnbsp;and replace it with Charles Darwin'snbsp;The Origin of Species."--Noah J. Goldstein, UCLA Anderson School of Management, and coauthor ofnbsp;Yes! 50 Scientifically Proven Ways to be PersuasiveAbout the AuthorDouglas T. Kenrick is a professor of psychology at Arizona State University and the author of Sex, Murder, and the Meaning of Life. He lives in Tempe, Arizona. Vladas Griskevicius is McKnight Professor of Marketing and Psychology at the Carlson School of Management at the University of Minnesota. He lives in Edina, Minnesota.Timothy Andres Pabon is an English- and Spanish-speaking voice-over artist who has worked extensively in advertising and audiobook narration.