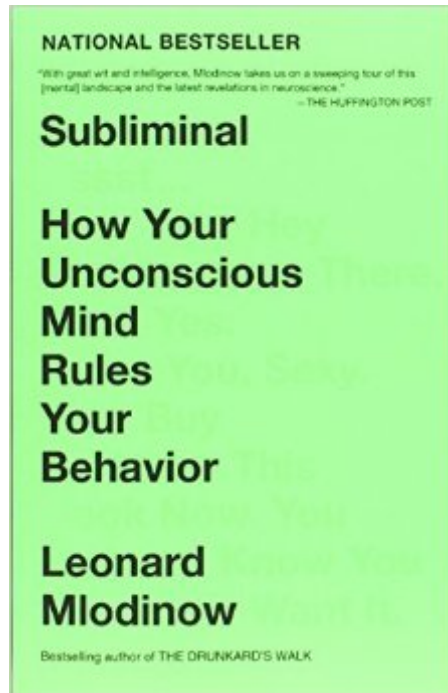


The book was found

Subliminal: How Your Unconscious Mind Rules Your Behavior



Synopsis

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. As in the bestselling *The Drunkard's Walk: How Randomness Rules Our Lives*, 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.

Book Information

Paperback: 272 pages

Publisher: Vintage; Reprint edition (February 12, 2013)

Language: English

ISBN-10: 0307472256

ISBN-13: 978-0307472250

Product Dimensions: 5.2 x 0.8 x 8 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (255 customer reviews)

Best Sellers Rank: #7,499 in Books (See Top 100 in Books) #36 in Books > Business & Money > Business Culture > Workplace Culture #43 in Books > Medical Books > Psychology > Cognitive #44 in Books > Medical Books > Psychology > Social Psychology & Interactions

Customer Reviews

Subliminal: How Your Unconscious Mind Rules Your Behavior by Leonard Mlodinow "Subliminal" is the provocative and fascinating look at the unconscious part of our minds. One of my favorite authors and physicists, Leonard Mlodinow, takes the readers on a journey into the science of the unconscious. What a fun and enlightening book this was. Mlodinow is the master of making the difficult accessible and fun for the masses. How the mind works is one of the most interesting subjects and I was thrilled to see that the coauthor of both *The Grand Design* and the equally interesting book *War of the Worldviews* makes his latest venture into this intriguing science. This excellent 272-page book is composed of the following ten chapters: 1. The New Unconscious, 2.

Senses Plus Mind Equals Reality, 3. Remembering and Forgetting, 4. The Importance of Being Social, 5. Reading People, 6. Judging People by Their Covers, 7. Sorting People and Things, 8. In-Groups and Out-Groups, 9. Feelings, and 10. Self-Positives:1. A fascinating topic (science of the unconscious) in the hands of a master.2. Elegant, conversational tone that makes this book a treat to read.3. Mlodinow consistently produces great books and this one lived up to my expectations.4. As accessible a book as you will find. A difficult topic made easy and fun to read.5. The book is loaded with great and I mean great examples to help the reader grasp the latest in the science. One of the books strengths.6. Great use of science history.7. The pioneers of the science of the unconscious.8. Great use the latest scientific research in this fascinating topic to support well-stated positions.9. You will end up with a better grasp at how our brains work.10.

We often imagine that every decision we make has a rational basis, that everything we do is for a "good reason." What we never consider is that each choice, each experience actually has an unknown framework that underlies it. So,"why" we think we made a decision may not explain the choice at all.Mlodinow looks at our decisions from the perspective of the new field of social neuroscience, and finds what Freud and Jung theorized about almost a hundred years ago: that beneath every action and experience that is apparently rational, a set of unconscious processes actually dominates the decision-making process.But these process are far from the "blood, lust and rage" of the Freudian unconscious, or the universal Platonic conceptions of Jung. Instead, these are adaptive mechanisms that protect us and help us to find a way through the rigors and dangers of life.For research into these mechanisms, Instead of the "psychologist's couch" approach to self-understanding taken by classical psychoanalysis, Mlodinow champions an empirically verifiable line of research that is far from the "psychiatrist's couch" of classical psychoanalysis. Namely, social neuroscience, with the fMRI as the key experimental tool. This is a device that allows scientists to see exactly what processes are occurring in the brain during any given activity or experience.In an experiment that gives breathtaking evidence of the possibilities presented by social neuroscience, a computer was able to select an image that closely matched one being viewed by an experimental subject, from over six million possible choices, on the basis of analyzing fMRI data alone.

[Download to continue reading...](#)

Subliminal: How Your Unconscious Mind Rules Your Behavior Stop Smoking Forever - For Women:
Subliminal Self-Help: Subliminal Self Help NLP: Maximize Your Potential- Hypnosis, Mind Control,
Human Behavior and Influencing People (NLP, Mind Control, Human Behavior) Dream Dictionary:
An A-to-Z Guide to Understanding Your Unconscious Mind The Age of Insight: The Quest to

Understand the Unconscious in Art, Mind, and Brain, from Vienna 1900 to the Present The
Wayward Mind: An Intimate History of the Unconscious California Rules of Court - State, 2015 ed.
(Vol. I, California Court Rules) (California Rules of Court. State and Federal) Reflexes, Learning And
Behavior: A Window into the Child's Mind : A Non-Invasive Approach to Solving Learning &
Behavior Problems NLP: Neuro Linguistic Programming: Re-program your control over emotions
and behavior, Mind Control - 3rd Edition (Hypnosis, Meditation, Zen, Self-Hypnosis, Mind Control,
CBT) Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules
Neutralize Your Body Subliminal Affirmations: Alkaline Diet & Eating Green, Solfeggio Tones,
Binaural Beats, Self Help Meditation Hypnosis Positive Thinking, Be Happy, and Change Your
Attitude with Self-Hypnosis, Guided Meditation, and Subliminal Affirmations Collection - Four Books
in One (The Sleep Learning System) Weight Loss (Subliminal Persuasion Self-Hypnosis) Weight
Loss: A Subliminal Persuasion Self Hypnosis Slim Forever - For Men: Subliminal Self Help Slim
Forever for Women: Subliminal Self-Help Subliminal Weight Loss Lose Weight (Self Hypnosis and
Subliminal Reinforcement) Relaxation: Subliminal Persuasion/Self-Hypnosis Lowering Cholesterol:
A Subliminal Persuasion Self-Hypnosis Tape

[Dmca](#)