



Impulse: Why We Do What We Do without Knowing Why We Do it

By David Lewis

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Impulse: Why We Do What We Do without Knowing Why We Do it, David Lewis, When you make a decision or form an opinion, you think you know why. But you're wrong. The truth is that most of our mental activity actually happens below the level of conscious thought. In this groundbreaking book, Dr David Lewis, director of the cutting-edge research agency Mindlab International, explores this incredible phenomenon. Delving into the mysteries of the 'zombie brain' that each of us possesses, he demonstrates how unconscious neurological processes underpin every aspect of our lives, from whether or not we find someone sexually attractive to how we resist (or give in to) temptation. In the process he shows how finger length is a reliable predictor of risk-taking behaviour, how seeing the logos of fast food chains can make you more impatient, and how holding a warm drink makes you find strangers more likeable. Above all, he reveals the practical applications of this emerging field of research, giving us insights into such diverse areas as child development, anti-social activities like rioting, successful dieting, and even the ways that supermarkets make us spend more. We may not...



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