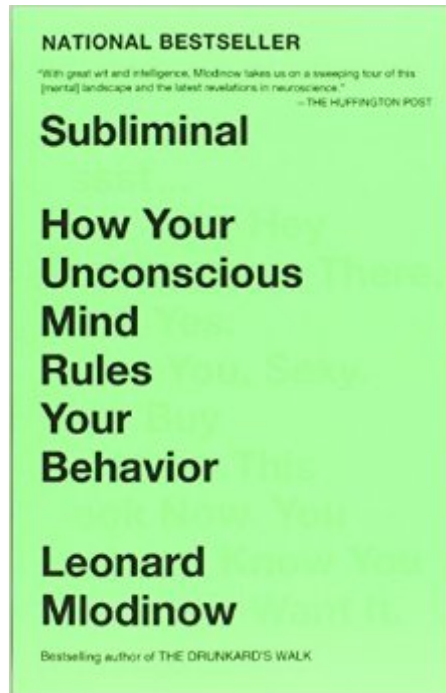


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Subliminal: How Your Unconscious Mind Rules Your Behavior



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

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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 our 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.

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