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How We Decide



JONAH LEHRER

AUTHOR OF *Proust Was a Neuroscientist*

How We Decide Jonah Lehrer

Emilie Sanchez



How We Decide Jonah Lehrer:

How We Decide Jonah Lehrer, 2009 The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato philosophers have described the decision making process as either rational or emotional we carefully deliberate or we blink and go with our gut But as scientists break open the mind's black box with the latest tools of neuroscience they're discovering that this is not how the mind works Our best decisions are a finely tuned blend of both feeling and reason and the precise mix depends on the situation When buying a house for example it's best to let our unconscious mull over the many variables But when we're picking a stock intuition often leads us astray The trick is to determine when to use the different parts of the brain and to do this we need to think harder and smarter about how we think Jonah Lehrer arms us with the tools we need drawing on cutting edge research as well as the real world experiences of a wide range of deciders from airplane pilots and hedge fund investors to serial killers and poker players Lehrer shows how people are taking advantage of the new science to make better television shows win more football games and improve military intelligence His goal is to answer two questions that are of interest to just about anyone from CEOs to firefighters How does the human mind make decisions And how can we make those decisions better

How We Decide Jonah Lehrer, 2010-01-14 The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato philosophers have described the decision making process as either rational or emotional we carefully deliberate or we blink and go with our gut But as scientists break open the mind's black box with the latest tools of neuroscience they're discovering that this is not how the mind works Our best decisions are a finely tuned blend of both feeling and reason and the precise mix depends on the situation When buying a house for example it's best to let our unconscious mull over the many variables But when we're picking a stock intuition often leads us astray The trick is to determine when to use the different parts of the brain and to do this we need to think harder and smarter about how we think Jonah Lehrer arms us with the tools we need drawing on cutting edge research as well as the real world experiences of a wide range of deciders from airplane pilots and hedge fund investors to serial killers and poker players Lehrer shows how people are taking advantage of the new science to make better television shows win more football games and improve military intelligence His goal is to answer two questions that are of interest to just about anyone from CEOs to firefighters How does the human mind make decisions And how can we make those decisions better

The Baby Dilemma: How to Confidently Decide Whether or Not to Have a Child and Feel Good About It, **The Musician's Mind** Lynn Helding, 2020-02-05 Where does learning begin and how is it sustained and stored in the brain For musicians these questions are at the very core of their creative lives Cognitive and neuroscience have flung wide the doors of our understanding but bridging the gap between research data and music making requires a unique immersion in both worlds Lynn Helding presents a symphony of discoveries that illuminate how musicians can optimize their mental wellbeing and cognitive abilities She addresses common brain myths motor learning research and

the concept of deliberate practice the values of instructional feedback technology's role in attention disorders the challenges of parenting young musicians performance anxiety and its solutions and the emerging importance of music as a social justice issue More than an exploration of the brain *The Musician's Mind* is an inspiring call for artists to promote the cultivation of emotion and empathy as cornerstones of a civilized society No matter your instrument or level of musical ability this book will reveal to you a new dynamic appreciation for the mind's creative power **Text, Lies and Cataloging** Jana Brubaker, 2018-07-10 What do James Frey's *A Million Little Pieces* Margaret B Jones' *Love and Consequence* and Wanda Koolmatrie's *My Own Sweet Time* have in common None of these popular books are what they appear to be Frey's fraudulent drug addiction memoir was really a semi-fictional novel Jones' chronicle of her life in a street gang was a complete fabrication and Koolmatrie was not an Aboriginal woman removed from her family as a child as in her seemingly autobiographical account but rather a white taxi driver named Leon Carmen Deceptive literary works mislead readers and present librarians with a dilemma Whether making recommendations to patrons or creating catalog records objectivity and accuracy are crucial and can be difficult when a book's authorship or veracity is in doubt This informative and entertaining study addresses ethical considerations for deceptive works and proposes cataloging solutions that are provocative and designed to spark debate An extensive annotated bibliography describes books that are not what they seem *The Decisive Moment* Jonah Lehrer, 2009 Introduction The quarterback in the pocket The predictions of dopamine Fooled by a feeling The uses of reason Choking on thought The moral mind The brain is an argument The poker hand Coda [Sorry Spock, Emotions Drive Business](#) Adam W. Morgan, 2018-11-27 [Sorry Spock Emotions Drive Business](#) presents scientific proof that creative advertising is better for the bottom line Adam Morgan a Senior Creative Director at Adobe gives both creatives and marketers the ammo to prove the value of creativity to stakeholders For decades marketers have battled over the value of creative ideas Some believe creativity adds more impact others believe it's just window dressing With data driven marketing the divide is only increasing Today more than ever creative professionals need a concrete answer to the question Do creative ideas work better Fortunately science has finally caught up There is an answer that isn't based on subjective case studies More than that Adam shows how emotional ideas create experiences that are more effective and reveals why creativity is actually less risky for business [Sorry Spock Emotions Drive Business](#) shows readers how they can create the ideal experiences to improve their bottom line *The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories* Frank Rose, 2012-03-05 This is a field guide to the visionaries and the fans who are reinventing the art of storytelling **Brainworks** Michael S. Sweeney, 2011 A companion book to the National Geographic TV series uses brain teasers and optical illusions to shed light on the workings of the human brain *The Ski Guide Manual* Rob Coppolillo, 2020-11-01 This updated expert ski guide provides top of the line insight for backcountry off piste skiers and guides *The Ski Guide Manual* presents wisdom earned through decades of experience guiding and The

result is a successful system of travel and risk management in the winter environment The collective work of thousands of mountain guides have proven how to have the most fun and find the best snow all while reducing risk of avalanche cold crevasses and optimize group dynamics

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