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The Naked Brain: How the Emerging Neurosociety is Changing How We Live, Work, and Love. September 26, 2006, Harmony. Hardcover in English. aaaa.

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Eye-opening and provocative, *The Naked Brain* is a startling look at the impact such unprecedented access to our most secret thoughts and tendencies will have on all of us. In *The Naked Brain*, bestselling author Richard Restak explores how the latest technology and research have exposed the brain and how we think, feel, remember, and socialize in unprecedented and often surprising ways.

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The Naked Brain How the Emerging Neurosociety Is Changing How We Live, Work, and Love (Book) : Restak, Richard M. : Random House, Inc. Consider a world in which • Marketers use brain scans to determine consumer interest in a product • Politicians use brain-image-based

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*Amazon.com: Customer reviews: The Naked Brain: How the ...*

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The brain sits cocooned inside a series of protective layers called the meninges. These, together with a structure called the blood brain barrier, keep out unwanted infections that could otherwise be lethal. But how exactly the brain's defense systems work isn't known. Now, a new discovery has added an important piece to the puzzle: specialised plasma cells, these are blood cells that make antibodies, learn to recognise important, potentially harmful bacteria in the intestine and then make ...

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The Naked Brain is a fast paced, action-packed, science-fiction novel that once you start you will find difficult to put down. The reader is quickly pulled into the story and is then hurtled through the plot twists and turns towards earth's pending destruction and mankind's likely demise.

*Naked Brain by Michael A. Hunt - Goodreads*

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Kristine -So it's at the back of the brain, which in monkeys and humans has basically a complete map of the visual world. All the information from the eyes comes in there and is then distributed further into other parts of the of the brain that does the processing for perception, and decision making, and behaviour.

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Consider a world in which

- Marketers use brain scans to determine consumer interest in a product
- Politicians use brain-image-based profiles to target voters
- A test could determine your suitability for a job or to whom you will be romantically attracted

Far from science fiction, this “neurosociety”—a society in which brain science influences every aspect of daily life—is already here. Innovative researchers and cutting-edge technology, like brain imaging and brain scanning devices, have revolutionized our understanding of how we process information, communicate, trust, sympathize, and love.

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However, scientists and doctors are not the only ones interested in the naked brain; advertisers, politicians, economists, and others are using the latest findings on the human brain to reshape our lives, from the bedroom to the boardroom. Despite the potential benefits, there's obvious peril in the promise. Richard Restak explores the troubling moral and legal dilemmas that arise from corporate and political applications of this new brain research. Someday we may live in a world where our choices, our professional and personal prospects, even our morals and ethics will be controlled by those

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armed with an elite understanding of the principles of neuroscience. Eye-opening and provocative, The Naked Brain is a startling look at the impact such unprecedented access to our most secret thoughts and tendencies will have on all of us. In The Naked Brain, bestselling author Richard Restak explores how the latest technology and research have exposed the brain and how we think, feel, remember, and socialize in unprecedented and often surprising ways. Now that knowledge is being used by doctors, advertisers, politicians, and others to influence and revolutionize nearly every aspect of our

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daily lives. Restak is our guide to this neurosociety, a brave new world in which brain science influences our present and will even more tangibly shape our future. Citing social trends, shifts in popular culture, the rise and fall of products in the public favor, even changes in the American vernacular, The Naked Brain is an illuminating and often troubling investigation of the impending opportunities and dangers being created by the neuroscience revolution, and a revelation for anyone who ever wondered why they prefer Coke over Pepsi or Kerry over Bush. From the Hardcover

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This Naked Mind has ignited a movement across the country, helping thousands of people forever change their relationship with alcohol. Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. But, they resist change because they fear losing the pleasure and stress-relief associated with alcohol, and assume giving it up will involve deprivation and misery. This Naked Mind offers a new, positive solution. Here, Annie

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Grace clearly presents the psychological and neurological components of alcohol use based on the latest science, and reveals the cultural, social, and industry factors that support alcohol dependence in all of us. Packed with surprising insight into the reasons we drink, this book will open your eyes to the startling role of alcohol in our culture, and how the stigma of alcoholism and recovery keeps people from getting the help they need. With Annie's own extraordinary and candid personal story at its heart, this book is a must-read for anyone who drinks. This Naked Mind will give you freedom from

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alcohol. It removes the psychological dependence so that you will not crave alcohol, allowing you to easily drink less (or stop drinking). With clarity, humor, and a unique blend of science and storytelling, This Naked Mind will open the door to the life you have been waiting for. "You have given me my live back." --Katy F., Albuquerque, New Mexico "This is an inspiring and groundbreaking must-read. I am forever inspired and changed." --Kate S., Los Angeles, California "The most selfless and amazing book that I have ever read." --Bernie M., Dublin, Ireland



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A vividly illustrated guide to the brain's development and functions presents accessible coverage of how the brain works and the latest scientific discoveries, sharing lifestyle tips on how to promote brain health through exercise, nutrition and specific bolstering activities.

A doctor's bold analysis of the cultural disease that afflicts us all. Despite an astonishing appetite for life, more and more

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Americans are feeling overworked and dissatisfied. In the world's most affluent nation, epidemic rates of stress, anxiety, depression, obesity, and time urgency are now grudgingly accepted as part of everyday existence they signal the American Dream gone awry. Peter C. Whybrow, director of the Neuropsychiatric Institute at UCLA, grounds the extraordinary achievements and excessive consumption of the American nation in an understanding of the biology of the brain's reward system offering for the first time a comprehensive and physical explanation for the addictive mania of consumerism. American

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Mania presents a clear and novel vantage point from which to understand the most pressing social issues of our time, while offering an informed approach to refocusing our pursuit of happiness. Drawing upon rich scientific case studies and colorful portraits, "this fascinating and important book will change the way you think about American life" (Karen Olson, Utne Reader).

In a study of the science of the human brain, the author examines how the latest research and developments in the field of social neuroscience are being used to influence and

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In *Mozart's Brain and the Fighter Pilot*, eminent neuropsychiatrist and bestselling author Richard Restak, M.D., combines the latest research in neurology and psychology to show us how to get our brain up to speed for managing every aspect of our busy lives. Everything we think and everything we choose to do alters our brain and fundamentally changes who we are, a process that continues until the end of our lives. Few people think of the brain as being susceptible to change in its actual structure, but in fact we can

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preselect the kind of brain we will have by continually exposing ourselves to rich and varied life experiences. Unlike other organs that eventually wear out with repeated and sustained use, the brain actually improves the more we challenge it. Most of us incorporate some kind of physical exercise into our daily lives. We do this to improve our bodies and health and generally make us feel better. Why not do the same for the brain? The more we exercise it, the better it performs and the better we feel. Think of Restak as a personal trainer for your brain—he will help you assess your mental

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strengths and weaknesses, and his entertaining book will set you to thinking about the world and the people around you in a new light, providing you with improved and varied skills and capabilities. From interacting with colleagues to recognizing your own psychological makeup, from understanding the way you see something to why you're looking at it in the first place, from explaining the cause of panic attacks to warding off performance anxiety, this book will tell you the whys and hows of the brain's workings. Packed with practical advice and fascinating examples drawn from

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history, literature, and science, Mozart's Brain and the Fighter Pilot provides twenty-eight informative and realistic steps that we can all take to improve our brainpower.

When a chimpanzee stockpiles rocks as weapons or when a frog sends out mating calls, we might easily assume these animals know their own motivations--that they use the same psychological mechanisms that we do. But as Beyond the Brain indicates, this is a dangerous assumption because animals have different evolutionary trajectories, ecological niches, and physical attributes.

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How do these differences influence animal thinking and behavior? Removing our human-centered spectacles, Louise Barrett investigates the mind and brain and offers an alternative approach for understanding animal and human cognition. Drawing on examples from animal behavior, comparative psychology, robotics, artificial life, developmental psychology, and cognitive science, Barrett provides remarkable new insights into how animals and humans depend on their bodies and environment--not just their brains--to behave intelligently. Barrett begins with an overview of human cognitive adaptations and



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how these color our views of other species, brains, and minds. Considering when it is worth having a big brain--or indeed having a brain at all--she investigates exactly what brains are good at. Showing that the brain's evolutionary function guides action in the world, she looks at how physical structure contributes to cognitive processes, and she demonstrates how these processes employ materials and resources in specific environments. Arguing that thinking and behavior constitute a property of the whole organism, not just the brain, Beyond the Brain illustrates how the body, brain, and

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cognition are tied to the wider world.

From the bestselling author of This Naked Mind It's YOUR body It's YOUR mind It's YOUR choice

Your Own Neuron is a daring adventure of parapsychology through the darkest and most enigmatic regions of the human mind. The human mind possesses various mysterious abilities that are often considered as science fiction. In this book the author investigates the foggy world of paranormal activities with the tools of modern

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neuroscience. International bestselling author, Neuroscientist Abhijit Naskar elucidates how the bizarre parapsychological phenomena such as telepathy, clairvoyance, precognition, premonition, afterlife do not possess any kind of paranormal element after all. The book illustrates the hardcore biological foundation behind all kinds of paranormal experiences. These fascinating experiences are the gift from Mother Nature that make human beings the most inexplicable species on planet earth.

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