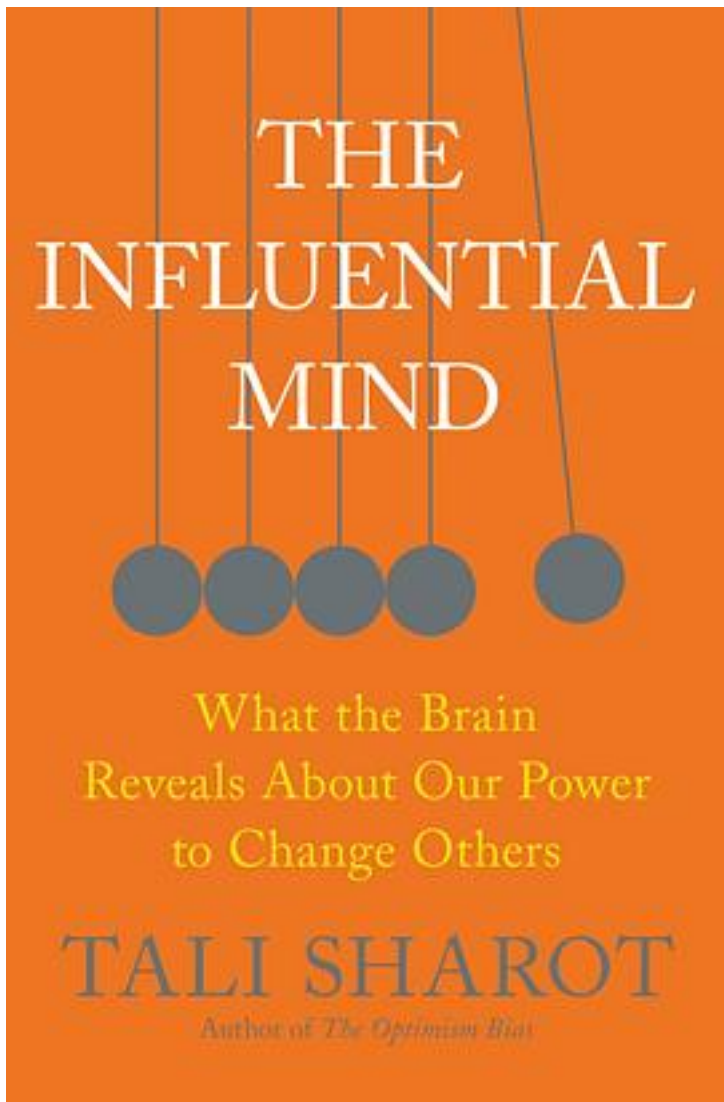


The Influential Mind



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著者:Tali Sharot

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A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better.

In *The Influential Mind*, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media. But how skilled are we at this role, and can we become better? It turns out that many of our instincts—from relying on facts and figures to shape opinions, to insisting others are wrong or attempting to exert control—are ineffective, because they are incompatible with how people's minds operate. Sharot shows us how to avoid these pitfalls, and how an attempt to change beliefs and actions is successful when it is well-matched with the core elements that govern the human brain.

Sharot reveals the critical role of emotion in influence, the weakness of data and the power of curiosity. Relying on the latest research in neuroscience, behavioral economics and psychology, the book provides fascinating insight into the complex power of influence, good and bad.

作者介绍:

Tali Sharot is the author of *The Optimism Bias* and an Associate Professor of Cognitive Neuroscience. She is the founder and director of the Affective Brain Lab at University College London. Her papers on decision making, emotion, and influence have been published in *Nature*, *Science*, *Nature Neuroscience*, *Psychological Science*, and many others. She has been featured in numerous outlets and written for *The New York Times*, *Time Magazine*, *Washington Post*, *CNN*, *BBC*, and more.

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标签

心理学

英文原版

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脑科学

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B

评论

7大特点； 大脑天生对新信息好奇，万年演化时，这会带来优势；
喜欢好消息，对坏消息就做鸵鸟；

本书作者认为我们对未知信息的渴望，如同性爱和面包，是本能的生理需要。

忘记是自然还是科学杂志 推荐的。不错

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书评

我们常忍不住去偷偷翻看前任的朋友圈。如果对方过得不好，你可能嘴上叫爽，暗地里却不免有些难受。而如果对方过得不错，你或许挺开心，也或许心底不是滋味。这时候你会狠狠责备自己一句：“我何必手贱看前任的生活呢！我怎么就是管不住自己的手呢？” 怎么办呢？我们今天要...

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