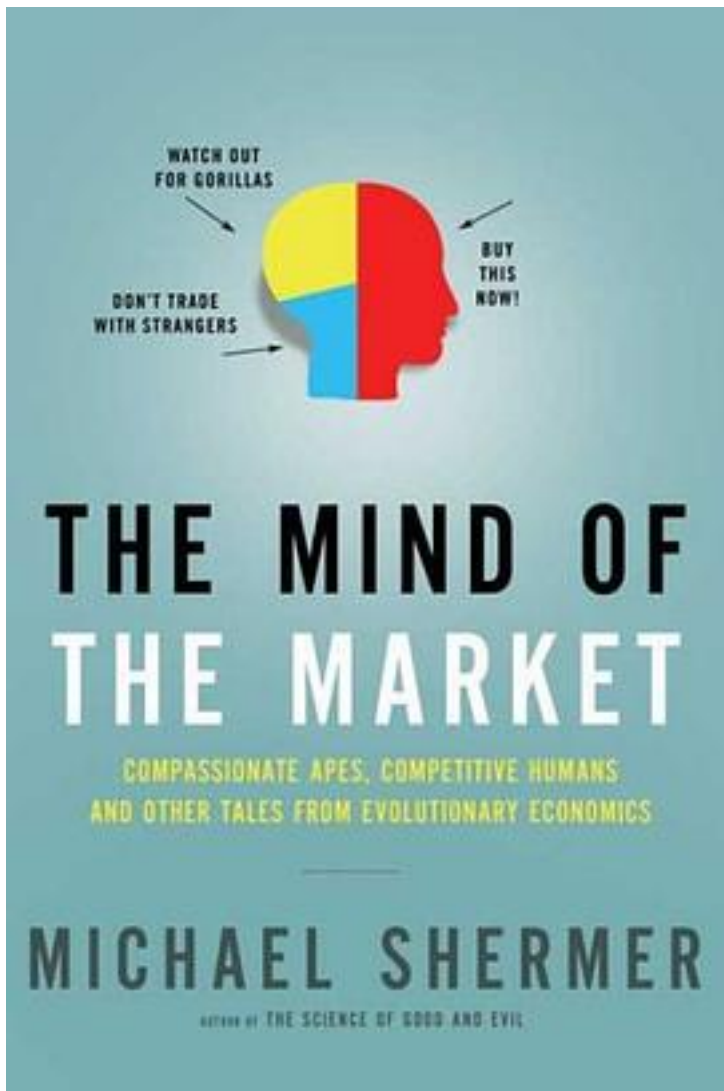


The Mind of the Market



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" A] captivating raconteur of all the greatest hits of behavioral, evolutionary and neuropsychology . . . Fascinating."--"Los Angeles Times Book Review" How did we make the leap from ancient hunter-gatherers to modern consumers, and why do people get so emotional about financial decisions? The national bestseller "The Mind of the Market" uncovers the evolutionary roots of our economic behavior. Drawing on the new field of neuroeconomics, psychologist Michael Shermer investigates what brain scans reveal about bargaining, snap purchases, and establishing trust in business. He scrutinizes experiments in behavioral economics to understand why people hang on to losing stocks and why negotiations disintegrate into tit-for-tat disputes. He brings together findings from psychology and biology to describe how our tribal ancestry makes us suckers for brands, why researchers believe cooperation feels (biochemically) like sex, and how even capuchin monkeys get indignant if they don't get a fair reward for their work. Entertaining and eye-opening, "The Mind of the Market" explains the real science of economics.

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