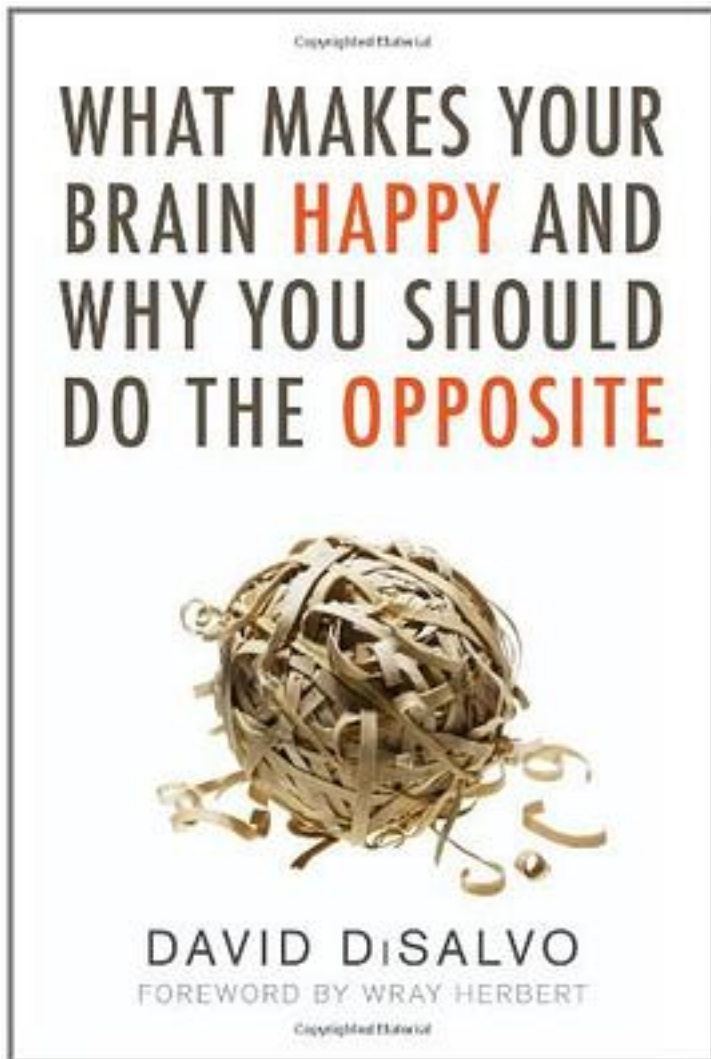


What Makes Your Brain Happy and Why You Should Do the Opposite



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This is a fascinating, and practical exploration into why the things that make our brains "happy" are not always what we really need. Why do we routinely choose options that don't meet our short term needs and undermine our long-term goals? Why do we insist we're right even when evidence contradicts us? Why are we prone to assigning meaning to statistically common coincidences? "What Makes Your Brain Happy" reveals a remarkable paradox: what your brain wants is frequently not what your brain needs. In fact, much of what makes our brains "happy" leads to errors, biases, and distortions, which make getting out of our own way extremely difficult. Drawing on research into social psychology, cognitive science, neurology and even marketing and economics, this volume draws out insights that we can use to identify our brains' foibles and turn our awareness into edifying action.

作者介绍:

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标签

心理学

思维

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心理

psychology

思维训练

thinking

English

评论

中文版一个月后见。

:无

非常不错的科普集，对实验的阐释还是简单了，篇幅有限，可以延伸source继续阅读，作为imagine的补全同步读也很有意思。

在读台湾译本~~

最近对大脑的本性感兴趣。了解大脑和人类的天性，才有进步的可能。

也是讲思维误区的，我该把这方面的书特别归类一下

太罗嗦了，用例子凑字数么

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书评

的确好多事情明知道不能做还是做了，感觉很疯狂，但是又逃避不了。
书赶紧出来吧，我确实很想更了解这不听指挥的大脑。
我也不是想让我的大脑急刹车，只要能和它和平共处就好，给我的小心脏一个缓冲的空间。当不会游泳的我看见有人落水怎么办？公交车上的司机长时间在路...

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