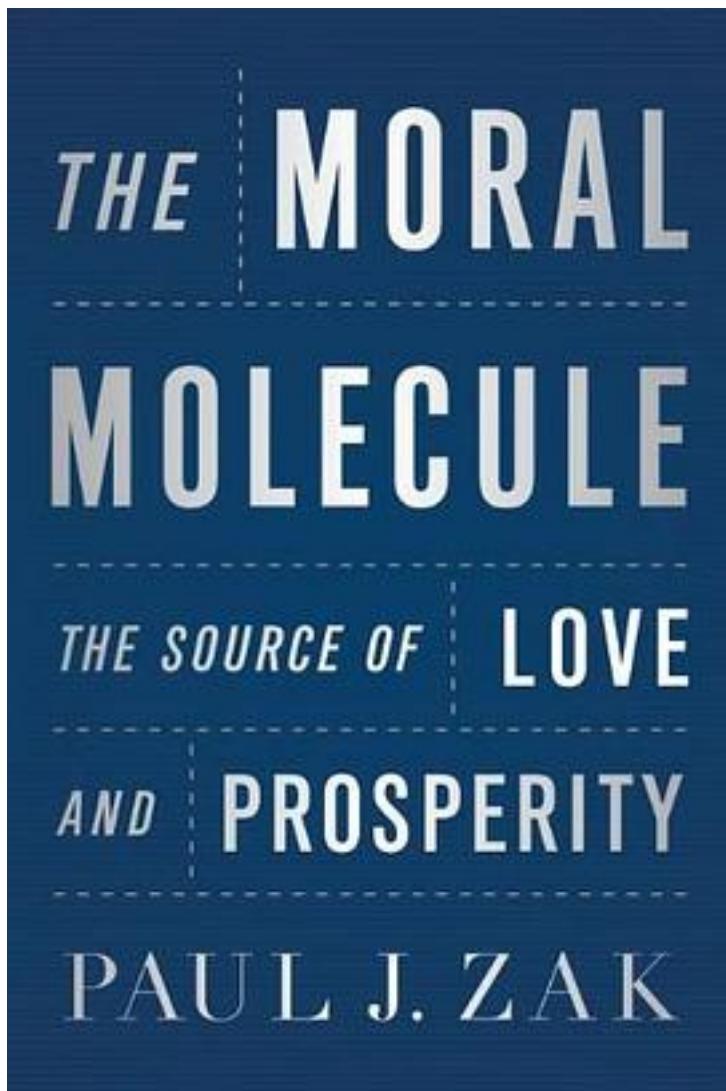


# The Moral Molecule



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著者:Paul J. Zak

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A Revolution in the Science of Good and Evil

Why do some people give freely while others are cold hearted?

Why do some people cheat and steal while others you can trust with your life?

Why are some husbands more faithful than others—and why do women tend to be more generous than men?

Could they key to moral behavior lie with a single molecule?

From the bucolic English countryside to the highlands of Papua New Guinea, from labs in Switzerland to his campus in Southern California, Dr. Paul Zak recounts his extraordinary stories and sets out, for the first time, his revolutionary theory of moral behavior. Accessible and electrifying, *The Moral Molecule* reveals nothing less than the origins of our most human qualities—empathy, happiness, and the kindness of strangers.

作者介绍:

Paul J. Zak is a scientist, prolific author, entrepreneur, and public speaker. He is the founding Director of the Center for Neuroeconomics Studies and Professor of Economics, Psychology and Management at Claremont Graduate University. Dr. Zak also serves as Professor of Neurology at Loma Linda University Medical Center. He has degrees in mathematics and economics from San Diego State University, a Ph.D. in economics from University of Pennsylvania, and post-doctoral training in neuroimaging from Harvard. He is credited with the first published use of the term "neuroeconomics" and has been a vanguard in this new discipline. He organized and administers the first doctoral program in neuroeconomics. Dr. Zak's lab discovered in 2004 that the brain chemical oxytocin allows us to determine who to trust. His obsession with finding the chemical basis for morality has lead him to write *The Moral Molecule*.

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标签

科学

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## 评论

原来oxytocin是如此好玩而且如此关键的东西！

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## 书评

人体内有一种激素，叫做“催产素”。如果催产素水平上升，他或她就会表现得更慷慨、更体贴、更信任他人，更具有同情心。在一次国际会议期间，美国克莱蒙特大学经济心理学和管理学教授保罗·扎克从人类学家海伦·费希特那里听到了有关催产素的初步研究成果。...

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### 人性与道德的博弈

“我们的晚餐并不来自于屠夫、啤酒酿造者和面包师的善行，而是源于他们对自我利益的追逐。”一如亚当·密斯所言，作为一种社会意识形态，道德是“由一定的社会经济关系决定的，依靠社会舆论、传统习俗和人们的内心信念来维系的，表现为善恶对立的心理意识、原...

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