In the tradition of Malcolm Gladwell, Gardner explores a new way of thinking about the decisions we make. We are the safest and healthiest human beings who ever lived, and yet irrational fear is growing, with deadly consequences — such as the 1,595 Americans killed when they made the mistake of switching from planes to cars after September 11. In part, this irrationality is caused by those — politicians, activists, and the media — who promote fear for their own gain. Culture also matters. But a more fundamental cause is human psychology. Working with risk science pioneer Paul Slovic, author Dan Gardner sets out to explain in a compulsively readable fashion just what that statement above means as to how we make decisions and run our lives. We learn that the brain has not one but two systems to analyze risk. One is primitive, unconscious, and intuitive. The other is conscious and rational. The two systems often agree, but occasionally they come to very different conclusions. When that happens, we can find ourselves worrying about what the statistics tell us is a trivial threat — terrorism, child abduction, cancer caused by chemical pollution — or shrugging off serious risks like obesity and smoking. Gladwell told us about “the black box” of our brains; Gardner takes us inside, helping us to understand how to deconstruct the information we’re bombarded with and respond more logically and adaptively to our world. Risk is cutting-edge reading.

In this sequel to her successful Ecology in the 20th Century, Anna Bramwell provides a witty and controversial analysis of the failure to create a new politics. Neither a Green text nor a political history, it focuses on the development of Green parties and ideology since 1945, and on the cultural context in which they developed in England, Germany and the USA. An environmental expert and policy-maker, Bramwell examines the shift from lonely conservative ecologists, fighting a losing battle against the emphasis on growth and reconstruction, to the emergence of ‘deep’ ecologism and a revulsion against the increasing industrialisation of the West. She explores the paradox of a movement hostile to orthodox science yet inextricably bound to science for its justification, its rationale and its values.

"Although I cannot tell for certain what sparked my interest in the neural underpinnings of reason, I do know when I became convinced that the traditional views on the nature of rationality could not be correct." Thus begins a book that takes the reader on a journey of discovery, from the story of Phineas Gage, the famous nineteenth-century case of behavioral change that followed brain damage, to the contemporary recreation of Gage's brain; and from the doubts of a young neurologist to a testable hypothesis concerning the emotions and their fundamental role in rational human behavior.

Linking the process of rational decision making to emotions, a scientist who has done extensive research with brain-damaged patients notes the dependence of thought processes on feelings and the body's survival-oriented regulators. Reprint.

Investigates the cerebral mechanisms behind emotions and feelings to explain the role between emotion, survival, and cultural accomplishment.
Why We Read Fiction offers a lucid overview of the most exciting area of research in contemporary cognitive psychology known as "Theory of Mind" and discusses its implications for literary studies. It covers a broad range of fictional narratives, from Richardson's Clarissa, Dostoyevski's Crime and Punishment, and Austen's Pride and Prejudice to Woolf's Mrs. Dalloway, Nabokov's Lolita, and Hammett's The Maltese Falcon. Zunshine's surprising new interpretations of well-known literary texts and popular cultural representations constantly prod her readers to rethink their own interest in fictional narrative. Written for a general audience, this study provides a jargon-free introduction to the rapidly growing interdisciplinary field known as cognitive approaches to literature and culture.

Descartes' Error

Since Descartes famously proclaimed, "I think, therefore I am," science has often overlooked emotions as the source of a person’s true being. Even modern neuroscience has tended, until recently, to concentrate on the cognitive aspects of brain function, disregarding emotions. This attitude began to change with the publication of Descartes' Error in 1995. Antonio Damasio—"one of the world's leading neurologists" (The New York Times)—challenged traditional ideas about the connection between emotions and rationality. In this wondrously engaging book, Damasio takes the reader on a journey of scientific discovery through a series of case studies, demonstrating what many of us have long suspected: emotions are not a luxury, they are essential to rational thinking and to normal social behavior.

Evil Genes

A statistician and a journalist reveal the real story behind the statistics on risk, chance, and choice.

The Logic of Affect

In recent decades, many philosophers and cognitive scientists have declared the question of consciousness unsolvable, but Antonio Damasio is convinced that recent findings in neuroscience, psychology and artificial intelligence have given us the necessary tools to solve its mystery. In Feeling & Knowing, Damasio elucidates the myriad aspects of consciousness and presents his analysis and new insights in a way that is faithful to our own intuitive sense of the experience. In forty-eight brief chapters, Damasio helps us understand the relation between consciousness and the mind; why being conscious is not the same as either being awake or sensing; the central role of feeling; and why the brain is essential for the development of consciousness. He synthesises the recent findings of various sciences with the philosophy of consciousness, and, most significantly, presents his original research which has transformed our understanding of the brain and human behaviour. Here is an indispensable guide to understanding the fundamental human capacity for informing and transforming our experience of the world around us and our perception of our place in it.

Free to Focus

The Nobel Prize winner's most influential and enduring political writings, newly curated and introduced by acclaimed Camus scholar Alice Kaplan. Albert Camus (1913-1960) is unsurpassed among writers for a body of work that animates the wonder and absurdity of existence. Committed Writings brings together, for the first time, thematically-linked essays from across Camus's writing career that reflect the scope of his political thought. This pivotal collection embodies Camus's radical and unwavering commitment to upholding human rights, resisting fascism, and creating art in the service of justice.

The Engine of Reason, the Seat of the Soul

Affective Computing and Intelligent Interaction

The million copy international bestseller, critically acclaimed and translated into over 25 languages. As influential today as when it was first published, The Selfish Gene has become a classic exposition of evolutionary thought. Professor Dawkins articulates a gene's eye view of evolution - a view giving centre stage to these persistent units of information, and in which organisms can be seen as vehicles for their replication. This imaginative, powerful, and stylistically brilliant work not only brought the insights of Neo-Darwinism to a wide audience, but galvanized the biology community, generating much debate and stimulating whole new areas of research. Forty years later, its insights remain as relevant today as on the day it was published. This 40th anniversary edition includes a new epilogue from the author discussing the continuing relevance of these ideas in evolutionary biology today, as well as the original prefaces and foreword, and extracts from early reviews. Oxford Landmark Science books are 'must-read' classics of modern science writing which have crystallized big ideas, and shaped the way we think.

How We Decide
When Ada Calhoun found herself in the throes of a midlife crisis, she thought that she had no right to complain. She was married with children and a good career. So why did she feel miserable? And why did it seem that other Generation X women were miserable, too? Calhoun decided to find some answers. She looked into housing costs, HR trends, credit card debt averages, and divorce data. At every turn, she saw a pattern: sandwiched between the Boomers and the Millennials, Gen X women were facing new problems as they entered middle age, problems that were being largely overlooked. Speaking with women across America about their experiences as the generation raised to “have it all,” Calhoun found that most were exhausted, terrified about money, under-employed, and overwhelmed. Instead of their issues being heard, they were told instead to lean in, take “me-time,” or make a chore chart to get their lives and homes in order. In Why We Can’t Sleep, Calhoun opens up the cultural and political contexts of Gen X’s predicament and offers solutions for how to pull oneself out of the abyss—and keep the next generation of women from falling in. The result is reassuring, empowering, and essential reading for all middle-aged women, and anyone who hopes to understand them.

**Feeling and Knowing**

One of the most admired religious thinkers of our time issues a call for world Jewry to reject the self-fulfilling image of “a people alone in the world, surrounded by enemies” and to reclaim Judaism’s original sense of purpose: as a partner with God and with those of other faiths in the never-ending struggle for freedom and social justice for all. We are in danger, says Rabbi Jonathan Sacks, of forgetting what Judaism’s place is within the global project of humankind. During the last two thousand years, Jews have lived through persecutions that would have spelled the end of most nations, but they did not see anti-Semitism written into the fabric of the universe. They knew they existed for a purpose, and it was not for themselves alone. Rabbi Sacks believes that the Jewish people have lost their way, that they need to recommit themselves to the task of creating a just world in which the divine presence can dwell among us. Without compromising one iota of Jewish faith, Rabbi Sacks declares, Jews must stand alongside their friends—Christian, Muslim, Hindu, Sikh, Buddhist, and secular humanist—in defense of freedom against the enemies of freedom, in affirmation of life against those who desecrate life. And they should do this not to win friends or the admiration of others but because it is what a people of God is supposed to do. Rabbi Sacks’s powerful message of tikkun olam—using Judaism as a blueprint for repairing an imperfect world—will resonate with people of all faiths.

**The Mechanical Factors of Digestion**

Success is an inside job. EQ Fit leaders know that the emotional health of their organizations is key to their economic health, and it all begins with tending to one’s own emotional fitness. Packard's accessible guidebook has arrived just in time, since the landscape of business and leadership is changing at a blinding clip. As technological advances increase efficiency, old-school hierarchies are fading fast, and instead of top-down bravado, there’s a new path forward. She teaches an “inside out” practice of self-discovery, which helps readers uncover unproductive emotions and dispel them. Packard shows how the most successful companies are rich with “connector” emotions like hope, empathy and trust building. She tackles unconventional topics, like how workaholism keeps us emotionally adolescent and how forgiveness belongs in the workplace, too. No one knows these truths better. Packard shares her EQ Fit-catalyzed success at HGTV and the stories of the executives she coaches in mindfulness and other out-of-the-box techniques. The best leaders balance power with grace, and everyone can effectively use both resilience—an ability to endure tough situations and make tough decisions—and vulnerability—a willingness to open up, change, and admit when we need help—to be more effective. Packard offers us exciting new tools so we can bring our best selves to all we do.

**Handbook of Visual Communication**

Everyone gets 168 hours a week, but it never feels like enough, does it? Work gobbles up the lion’s share—many professionals are working as much as 70 hours a week—leaving less and less for rest, exercise, family, and friends. You know, all those things that make life great. Most people think productivity is about finding or saving time. But it’s not. It’s about making our time work for us. Just imagine having free time again. It’s not a pipe dream. In Free to Focus, New York Times bestselling author Michael Hyatt reveals to readers nine proven ways to win at work so they are finally free to succeed at the rest of life—their health, relationships, hobbies, and more. He helps readers redefine their goals, evaluate what’s working, cut out the nonessentials, focus on the most important tasks, manage their time and energy, and build momentum for a lifetime of success.

**The Decisive Moment**

Have you ever heard of a person who left you wondering, “How could someone be so twisted? So evil?” Prompted by clues in her sister’s diary after her mysterious death, author Barbara Oakley takes the reader inside the head of the kinds of malevolent people you know, perhaps all too well, but could never understand. Starting with psychology as a frame of reference, Oakley uses cutting-edge images of the working brain to provide startling support for the idea that “evil” people act the way they do mainly as the result of a dysfunction. In fact, some deceitful, manipulative, and even sadistic behavior appears to be programmed genetically—suggesting that some people really are born to be bad. Oakley links the latest findings of molecular research to a wide array of seemingly unrelated historical and current phenomena, from the harems of the Ottomans and the chummy jokes of “Uncle Joe” Stalin, to the remarkable memory of investor Warren Buffet. Throughout, she never loses sight of the personal cost of evil genes as she unravels the mystery surrounding her sister’s enigmatic life—and death. Evil Genes is a tour-de-force of popular science writing that brilliantly melds scientific
Patterns, Thinking, and Cognition

A new picture of the mind is emerging, and explanations now exist for what has so long seemed mysterious. This real understanding of how the biological brain works -- of how we work -- has generated a mood of excitement that is shared in a half-dozen intersecting disciplines. Philosopher Paul Churchland, who is widely known as a gifted teacher and expository writer, explains these scientific developments in a simple, authoritative, and pictorial fashion. He not only opens the door into the ongoing research of the neurobiological and connectionist communities but goes further, probing the social and moral dimensions of recent experimental results that assign consciousness to all but the very simplest forms of animals. In a fast-paced, entertaining narrative, replete with examples and numerous explanatory illustrations, Churchland brings together an exceptionally broad range of intellectual issues. He summarizes new results from neuroscience and recent work with artificial neural networks that together suggest a unified set of answers to questions about how the brain actually works; how it sustains a thinking, feeling, dreaming self; and how it sustains a self-conscious person. Churchland first explains the science -- the powerful role of vector coding in sensory representation and pattern recognition, artificial neural networks that imitate parts of the brain, recurrent networks, neural representation of the social world, and diagnostic technologies and therapies for the brain in trouble. He then explores the far-reaching consequences of the current neurocomputational understanding of mind for our philosophical convictions, and for our social, moral, legal, medical, and personal lives. Churchland’s wry wit and skillful teaching style are evident throughout. He introduces the remarkable representational power of a single human brain, for instance, via a captivating brain/World-Trade-Tower TV screen analogy. “Who can be watching this pixilated show?” Churchland queries; the answer is a provocative “no one.” And he has included a folded stereoscopic viewer, attached to the inside back cover of the book, that readers can use to participate directly in several revealing experiments concerning stereo vision. A Bradford Book

Descartes' Error

Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate or we ‘blink’ and go with our gut. But as scientists break open the mind’s black box with the latest tools of neuroscience, they’re discovering this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason - and the precise mix depends on the situation. When buying a house, for example, it’s best to let our unconscious mull over the many variables. But when we’re picking stocks and shares, intuition often leads us astray. The trick is to determine when to lean on which part of the brain, and to do this, we need to think harder (and smarter) about how we think. In The Decisive Moment, Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research by Daniel Kahneman, Colin Camerer and others, as well as the world’s most interesting ‘deciders’ - from airline pilots, world-famous sportsmen and hedge fund investors to serial killers, politicians and poker players. Lehrer answers two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we use that knowledge to make better decisions?

Fully Human

A central theme unifying the essays in this volume on the work of Descartes is the interconnection between Descartes' philosophical and scientific interests, and the extent to which these two sides of the Cartesian programme illuminate each other.

Damasio's Error and Descartes' Truth

Descartes' Error

Man has been pondering for centuries over the basis of his own ethical and aesthetic values. Until recent times, such issues were primarily fed by the thinking of philosophers, moralists and theologists, or by the findings of historians or sociologists relating to universality or variations in these values within various populations. Science has avoided this field of investigation within the confines of philosophy. Beyond the temptation to stay away from the field of knowledge science may also have felt itself unconcerned by the study of human values for a simple heuristic reason, namely the lack of tools allowing objective study. For the same reason, researchers tended to avoid the study of feelings or consciousness until, over the past two decades, this became a focus of interest for many neuroscientists. It is apparent that many questions linked to research in the field of neuroscience are now arising. The hope is that this book will help to formulate them more clearly rather than skirting them. The authors do not wish to launch a new moral philosophy, but simply to gather objective knowledge for reflection.

Crazy

Covers the multiple functions of the complex human brain, providing graphics and simple terminology and sidebars written by experts in the field of brain mapping.
Risk
A leading neuroscientist explores with authority, with imagination, and with unparalleled mastery how the brain constructs the mind and how the brain makes that mind conscious. Antonio Damasio has spent the past thirty years researching and revealing how the brain works. Here, in his most ambitious and stunning work yet, he rejects the long-standing idea that consciousness is somehow separate from the body, and presents compelling new scientific evidence that posits an evolutionary perspective. His view entails a radical change in the way the history of the conscious mind is viewed and told, suggesting that the brain’s development of a human self is a challenge to nature’s indifference. This development helps to open the way for the appearance of culture, perhaps one of our most defining characteristics as thinking and self-aware beings.

Personal Writings
For Descartes, knowledge exists as ideas in the mind that represent the world. In a radical critique, Hubert Dreyfus and Charles Taylor argue that knowledge consists of much more than the representations we formulate in our minds. They affirm our direct contact with reality—both the physical and the social world—and our shared understanding of it.

Descartes' Error
The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we “blink” and go with our gut. But as scientists break open the mind’s black box with the latest tools of neuroscience, they’re discovering that this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it’s best to let our unconscious mull over the many variables. But when we’re picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think. Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of “deciders”—from airplane pilots and hedge fund investors to serial killers and poker players. Lehrer shows how people are taking advantage of the new science to make better television shows, win more football games, and improve military intelligence. His goal is to answer two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we make those decisions better?

The Fading of the Greens
"A magnificent gift to those of us who love someone who has a mental illness...Earley has used his considerable skills to meticulously research why the mental health system is so profoundly broken."—Bebe Moore Campbell, author of 72 Hour Hold Former Washington Post reporter Pete Earley had written extensively about the criminal justice system. But it was only when his own son—in the throes of a manic episode—broke into a neighbor's house that he learned what happens to mentally ill people who break a law. This is the Earley family’s compelling story, a troubling look at bureaucratic apathy and the countless thousands who suffer confinement instead of care, brutal conditions instead of treatment, in the “revolving doors” between hospital and jail. With mass deinstitutionalization, large numbers of state mental patients are homeless or in jail—an experience little better than the horrors of a century ago. Earley takes us directly into that experience—and into that of a father and award-winning journalist trying to fight for a better way.

The Selfish Gene
The question of the relationship between mind and body as posed by Descartes, Spinoza, and others remains a fundamental debate for philosophers. In Damasio's Error and Descartes' Truth, Andrew Gluck constructs a pluralistic response to the work of neurologist Antonio Damasio. Gluck critiques the neutral monistic assertions found in Descartes' Error and Looking for Spinoza from a philosophical perspective, advocating an adaptive theory—physical monism in the natural sciences, dualism in the social sciences, and neutral monism in aesthetics. Gluck's work is a significant and refreshing take on a historical debate.

Why We Can't Sleep
TABLE OF CONTENTS: Translator's Introduction Introduction by Genevieve Rodis-Lewis The Passions of the Soul: Preface PART I: About the Passions in General, and Incidentally about the Entire Nature of Man PART II: About the Number and Order of the Passions, and the Explanation of the Six Primitives PART III: About the Particular Passions Lexicon: Index to Lexicon Bibliography Index Index Locorum

Passions of the Soul
The Nobel Prize winner's most influential and enduring personal writings, newly curated and introduced by acclaimed Camus scholar Alice Kaplan. Albert Camus (1913-1960) is unsurpassed among writers for a body of work that animates the wonder and absurdity of existence. Personal Writings brings together, for the first time, thematically-linked essays
from across Camus's writing career that reflect the scope and depth of his interior life. Grappling with an indifferent mother and an impoverished childhood in Algeria, an ever-present sense of exile, and an ongoing search for equilibrium, Camus's personal essays shed new light on the emotional and experiential foundations of his philosophical thought and humanize his most celebrated works.

**Feelings and Emotions**

Most attempts to trace the roots of current scientific approaches to the mind have ignored the contributions of post-Kantian German idealism. Paul Redding here shows the relevance of this philosophical tradition to an understanding of the mind and its embodiment as well as the relation of feeling to cognition. Redding observes how Fichte, Schelling, and Hegel struggled with the problem of reconciling Kant's normative approach to experience and thought with the naturalistic stance of the emerging medical sciences. A century later William James, Freud, and Jung also addressed the interconnection of thought and feeling, reaching views similar to those of the post-Kantian idealists. In particular, Redding argues, the idealists conceived of a 'logic of affect' that reemerged in Freud's concept of the primary process and in modern evolutionary ideas of subcortical processing. This innovative book demonstrates how new insights can be brought to the study of mentality and consciousness by considering previously overlooked interpretations. Redding shows that these early theorists of the unconscious can bring scholars to a better appreciation not only of classical thinkers like James and Freud but also of contemporary debates about the mind and emotions.

**Future Tense**

A path-breaking neuroscientist explores how globalization has illuminated the deep moral divisions between opposing sides, drawing on pioneering research to reveal the evolutionary sources of morality while outlining recommendations for bridging divided cultures.

**The Emotions**

This Handbook of Visual Communication explores the key theoretical areas in visual communication, and presents the research methods utilized in exploring how people see and how visual communication occurs. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the visual communication discipline. The theory chapters included here define the twelve major theories in visual communication scholarship: aesthetics, perception, representation, visual rhetoric, cognition, semiotics, reception theory, narrative, media aesthetics, ethics, visual literacy, and cultural studies. Each of these theory chapters is followed by exemplar studies in the area, demonstrating the various methods used in visual communication research as well as the research approaches applicable for specific media types. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication, and serves as a foundation for future scholarship and study. As such, it is required reading for scholars, researchers, and advanced students in visual communication, and it will be influential in other disciplines in which the visual component is key, including advertising, persuasion, and media studies. The volume will also be useful to practitioners seeking to understand the visual aspects of their media and the visual processes used by their audiences.

**Committed Writings**

**Moral Tribes**

What are ‘emotions’? This book offers a balanced survey of facts and theory.

**Looking for Spinoza**

A new theory of consciousness and the construction of identity focuses on the body's reaction to its world, postulating that a complex relationship between body, emotion, and mind is required to configure the self. Reprint. 50,000 first printing.

**Descartes Error**

This volume contains the proceedings of the 1st International Conference on A?ective Computing and Intelligent Interaction (ACII 2005) held in Beijing, China, on 22–24 October 2005. Traditionally, the machine end of human-machine interaction has been very passive, and certainly has had no means of recognizing or expressing a?ective information. But without the ability to process such information, computers cannot be expected to communicate with humans in a natural way. The ability to recognize and express a?ect is one of the most important features of - man beings. We therefore expect that computers will eventually have to have the ability to process a?ect and to interact with human users in ways that are similar to those in which humans interact with each other. A?ective computing and intelligent interaction is a key emerging technology that focuses on m- iad aspects of the recognition, understanding, and expression of a?ective and
emotional states by computers. The topic is currently a highly active research area and is receiving increasing attention. This strong interest is driven by a wide spectrum of promising applications such as virtual reality, network games, smart surveillance, perceptual interfaces, etc. Affective computing and intelligent interaction is a multidisciplinary topic, involving psychology, cognitive science, physiology and computer science. ACII 2005 provided a forum for scientists and engineers to exchange their technical results and experiences in this fast-moving and exciting field. A total of 45 oral papers and 82 poster papers included in this volume were selected from 205 contributions submitted by researchers worldwide.

The Feeling of what Happens

What happens when we think? How do people make judgments? While different theories abound—and are heatedly debated—most are based on an algorithmic model of how the brain works. Howard Margolis builds a fascinating case for a theory that thinking is based on recognizing patterns and that this process is intrinsically a-logical. Margolis gives a Darwinian account of how pattern recognition evolved to reach human cognitive abilities. Illusions of judgment—standard anomalies where people consistently misjudge or misperceive what is logically implied or really present—are often used in cognitive science to explore the workings of the cognitive process. The explanations given for these anomalous results have generally explained only the anomaly under study and nothing more. Margolis provides a provocative and systematic analysis of these illusions, which explains why such anomalies exist and recur. Offering empirical applications of his theory, Margolis turns to historical cases to show how an individual’s cognitive repertoire—the available cognitive patterns and their relation to cues—changes or resists changes over time. Here he focuses on the change in worldview occasioned by the Copernican discovery: not only how an individual might come to see things in a radically new way, but how it is possible for that new view to spread and become the dominant one. A reanalysis of the trial of Galileo focuses on social cognition and its interactions with politics. In challenging the prevailing paradigm for understanding how the human mind works, Patterns, Thinking, and Cognition is certain to stimulate fruitful debate.