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Sleep Causal Inference in Statistics Why Science? Why Science Is Wrong...about Almost Everything Decoded The Invention of Science: Why History of Science Matters for the Classroom Do You Know About Science?

Guide to ever-evolving consumer culture, offering advice on how to keep current customers and attract new ones. Beau Lotto, the world-renowned neuroscientist, entrepreneur, and two-time TED speaker, takes us on a tour of how we perceive the world, and how disrupting it leads us to create and innovate. Perception is the foundation of human experience, but few of us understand why we see what we do, much less how. By revealing the startling truths about the brain and its perceptions, Beau Lotto shows that the next big innovation is not a new technology: it is a new way of seeing. In his first major book, Lotto draws on over two decades of pioneering research to explain that our brain didn't evolve to see the world accurately. It can't! Visually stunning, with entertaining illustrations and optical illusions throughout, and with clear and comprehensive explanations of the science behind how our perceptions operate, Deviate will revolutionize the way you see yourself, others and the world. With this new understanding of how the brain functions, Deviate is not just an illuminating account of the neuroscience of thought, behavior, and creativity: it is a call to action, enlisting readers in their own journey of self-discovery. Have you ever wondered why ice floats and water is such a freaky liquid? Or why chillies and mustard are both hot but in different ways? Or why microwaves don't cook from the inside out? In this fascinating scientific tour of household objects, The One Show presenter and all-round Science Bloke Marty Jopson has the answer to all of these, and many more, baffling questions about the

chemistry and physics of the everyday stuff we use every day. This volume is based on lectures given at the highly successful three-week Summer School on Geometry, Topology and Dynamics of Character Varieties held at the National University of Singapore's Institute for Mathematical Sciences in July 2010. Aimed at graduate students in the early stages of research, the edited and refereed articles comprise an excellent introduction to the subject of the program, much of which is otherwise available only in specialized texts. Topics include hyperbolic structures on surfaces and their degenerations, applications of ping-pong lemmas in various contexts, introductions to Lorenzian and complex hyperbolic geometry, and representation varieties of surface groups into PSL(2, R) and other semi-simple Lie groups. This volume will serve as a useful portal to students and researchers in a vibrant and multi-faceted area of mathematics. How do individuals decide whether to accept human causes of climate change, vaccinate their children against childhood diseases, or practice social distancing during a pandemic? Democracies depend on educated citizens who can make informed decisions for the benefit of their health and well-being, as well as their communities, nations, and planet. Understanding key psychological explanations for science denial and doubt can help provide a means for improving scientific literacy and understandingcritically important at a time when denial has become deadly. In Science Denial: Why It Happens and What to Do About It, the authors identify the problem and why it matters and offer tools for addressing it. This book explains both the importance of science education and its limitations, shows how science communicators may inadvertently contribute to the problem, and explains how the internet and social media foster misinformation and disinformation. The authors focus on key psychological

constructs such as reasoning biases, social identity, epistemic cognition, and emotions and attitudes that limit or facilitate public understanding of science, and describe solutions for individuals, educators, science communicators, and policy makers. If you have ever wondered why science denial exists, want to know how to understand your own biases and those of others, and would like to address the problem, this book will provide the insights you are seeking. Why the social character of scientific knowledge makes it trustworthy Are doctors right when they tell us vaccines are safe? Should we take climate experts at their word when they warn us about the perils of global warming? Why should we trust science when so many of our political leaders don't? Naomi Oreskes offers a bold and compelling defense of science, revealing why the social character of scientific knowledge is its greatest strength—and the greatest reason we can trust it. Tracing the history and philosophy of science from the late nineteenth century to today, this timely and provocative book features a new preface by Oreskes and critical responses by climate experts Ottmar Edenhofer and Martin Kowarsch, political scientist Jon Krosnick, philosopher of science Marc Lange, and science historian Susan Lindee, as well as a foreword by political theorist Stephen Macedo. The Invention of Science: Why History of Science Matters for the Classroom introduces readers to some of the developments that were key for the emergence of Eurocentric science, the discipline we call science. Using history this book explores how human groups and individuals were key to the invention of the discipline of we call science. All human groups have a need and desire to produce systematic knowledge that supports their ongoing survival as a community. This book examines how history can help us to understand emergence of Eurocentric science from local forms of systematic knowledge. Each chapter explores

elements that were central to the invention of science including beliefs of what was real and true, forms of reasoning to be valued, and how the right knowledge should be constructed and the role of language. But most importantly this book presented these ideas in an accessible way with activities and questions to help readers grapple with the ideas being presented. Enjoy! From Ivy: We are sleeping less and less: statistics show that insomnia has reached pandemic proportions, and costs healthcare providers billions. Most of us spend a third of our lives asleep--our bodies insist on sleep; without it, we die. But why we sleep still remains relatively mysterious. The Science of Sleep explains the elements of the sleep state and explores the various sleep disorders and how their available treatments work. By offering an accessible account of sleep science, the book allows the reader to assess their relationship with sleep and craft their own approach to having a restful night with the maximum physical return. Why do some things pass under the radar of our attention, but other things capture our interest? Why do some religions catch on and others fade away? What makes a story, a movie, or a book riveting? Why do some people keep watching the news even though it makes them anxious? The past 20 years have seen a remarkable flourishing of scientific research into exactly these kinds of questions. Professor Jim Davies' fascinating and highly accessible book, Riveted, reveals the evolutionary underpinnings of why we find things compelling, from art to religion and from sports to superstition. Compelling things fit our minds like keys in the ignition, turning us on and keeping us running, and yet we are often unaware of what makes these "keys" fit. What we like and don't like is almost always determined by subconscious forces, and when we try to consciously predict our own preferences we're often wrong. In one study of speed dating, people were asked what kinds

of partners they found attractive. When the results came back, the participants' answers before the exercise had no correlation with who they actually found attractive in person! We are beginning to understand just how much the brain makes our decisions for us: we are rewarded with a rush of pleasure when we detect patterns, as the brain thinks we've discovered something significant; the mind urges us to linger on the news channel or rubberneck an accident in case it might pick up important survival information; it even pushes us to pick up People magazine in order to find out about changes in the social structure.Drawing on work from philosophy, anthropology, religious studies, psychology, economics, computer science, and biology, Davies offers a comprehensive explanation to show that in spite of the differences between the many things that we find compelling, they have similar effects on our minds and brains. A Rollicking Assault on Science's Inability to Answer Life's Most Important Questions Alex Tsakiris has interviewed many bestselling authors and dozens of world-class academics on his popular science podcastSkeptiko.com. In this book he shares with us what he's learned through his 200-plus interviews with some of the world's leading consciousness researchers and thinkers. In doing so, he reveals what the best research is saying about 'big picture' science questions and the limits of science in general. What's he's learned, in short, is that science-as-we-know-it is an emperor-with-no-clothes-on proposition. It mesmerizes us with flashy trinkets, while failing at its core mission of leading us toward self-discovery. Science is wrong about almost everything because science depends on our consciousness being an illusion-and it's not! ALEX TSAKIRIS is a successful entrepreneur turned science podcaster. In 2007 he founded Skeptiko.com, which has become the #1 podcast covering the science of human consciousness. Alex has appeared on

syndicated radio talk shows both in the US and the UK. He lives in Del Mar, California." In his sequel to Ignorance (Oxford University Press, 2012), Stuart Firestein shows us that the scientific enterprise is riddled with mistakes and errors - and that this is a good thing! Failure: Why Science Is So Successful delves into the origins of scientific research as a process that relies upon trial and error, one which inevitably results in a hefty dose of failure. A pioneer of artificial intelligence shows how the study of causality revolutionized science and the world 'Correlation does not imply causation.' This mantra was invoked by scientists for decades in order to avoid taking positions as to whether one thing caused another, such as smoking and cancer and carbon dioxide and global warming. But today, that taboo is dead. The causal revolution, sparked by world-renowned computer scientist Judea Pearl and his colleagues, has cut through a century of confusion and placed cause and effect on a firm scientific basis. Now, Pearl and science journalist Dana Mackenzie explain causal thinking to general readers for the first time, showing how it allows us to explore the world that is and the worlds that could have been. It is the essence of human and artificial intelligence. And just as Pearl's discoveries have enabled machines to think better, The Book of Why explains how we can think better. "Sleep is one of the most important but least understood aspects of our life, wellness, and longevity ... An explosion of scientific discoveries in the last twenty years has shed new light on this fundamental aspect of our lives. Now ... neuroscientist and sleep expert Matthew Walker gives us a new understanding of the vital importance of sleep and dreaming"--Amazon.com. In this daring treatise on the current state of scientific inquiry, James Le Fanu challenges the common assumption that further progress in genetic research and neuroscience must ultimately explain all there is to know about

life and man’s place in the world. On the contrary, he argues, the most recent scientific findings point to an unbridgeable explanatory gap between the genes strung out along the Double Helix and the beauty and diversity of the living world—and between the electrical activity of the brain and the abundant creativity of the human mind. His exploration of these mysteries, and his analysis of where they might lead us in our thinking about the nature and purpose of human existence, form the impassioned and riveting heart of Why Us? An analysis of the psychological and evolutionary reasons why people are drawn to elements ranging from religion and sports to conspiracy theories and disasters draws on case studies and up-to-date science to explain how the brain instinctively collects potential survival information. Jay Ingram takes us on a tour of the universe, and explores scientific wonders big and small. The coolest facts about the music we make, listen to and love. This illustrated book explores how music and the ways we experience it has transformed over the years and the science behind all of it. It starts with the basics — how does sound work? and what, exactly, is music? — then follows the progression of music-recording technology, from the phonograph to streaming. It covers how everyday items like headphones were created, and includes a look at the science of how we experience music (like why we can’t get certain songs out of our heads). All while suggested playlists accompany the text so that readers can listen along! Kids know that music moves them. Now they can learn how! From bestselling author Michael Shermer, an investigation of the evolution of morality that is "a paragon of popularized science and philosophy" The Sun (Baltimore) A century and a half after Darwin first proposed an "evolutionary ethics," science has begun to tackle the roots of morality. Just as evolutionary biologists study why we are hungry (to motivate us to eat) or why

sex is enjoyable (to motivate us to procreate), they are now searching for the very nature of humanity. In The Science of Good and Evil, science historian Michael Shermer explores how humans evolved from social primates to moral primates; how and why morality motivates the human animal; and how the foundation of moral principles can be built upon empirical evidence. Along the way he explains the implications of scientific findings for fate and free will, the existence of pure good and pure evil, and the development of early moral sentiments among the first humans. As he closes the divide between science and morality, Shermer draws on stories from the Yanamamö, infamously known as the "fierce people" of the tropical rain forest, to the Stanford studies on jailers' behavior in prisons. The Science of Good and Evil is ultimately a profound look at the moral animal, belief, and the scientific pursuit of truth. The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It provided an agile framework to develop the right product solution for a given target market, and is now used by almost every fledgling company to do just that. The next challenge is growth - to achieve the financial returns and, more importantly, the impact they dreamed of when starting off on their adventure. Why do some companies realize the VC's goal of a 10x return on investment, while others flounder? What differentiates the companies that become part of the fabric of our lives and remain responsive, no matter how big they get from those that quickly fade? To find out, Ammirati looks at 20 different companies in pairs, who have achieved product-market fit at about the same point in history with the same general target customer-one of which has gone on to achieve real scale, while the other languished. As his research reveals, just a handful of choices-among them, who to partner with, how to finance growth, and how to

use data-make all the difference in the world. With such intriguing examples as LinkedIn vs. Spoke, Facebook vs. Friendster, and McDonald's vs. White Castle, Ammirati shows the secret of "the science of growth" and how to cultivate it in any organization. 'Correlation does not imply causation.' This mantra was invoked by scientists for decades in order to avoid taking positions as to whether one thing caused another, such as smoking and cancer and carbon dioxide and global warming. But today, that taboo is dead. The causal revolution, sparked by world-renowned computer scientist Judea Pearl and his colleagues, has cut through a century of confusion and placed cause and effect on a firm scientific basis. Now, Pearl and science journalist Dana Mackenzie explain causal thinking to general readers for the first time, showing how it allows us to explore the world that is and the worlds that could have been. It is the essence of human and artificial intelligence. And just as Pearl's discoveries have enabled machines to think better, The Book of Why explains how we can think better. An “insightful” and in-depth look at anti-science politics and its deadly results (Maria Konnikova, New York Times–bestselling author of The Biggest Bluff). Thomas Jefferson said, “Wherever the people are well informed, they can be trusted with their own government.” But what happens when they aren’t? From climate change to vaccinations, transportation to technology, health care to defense, we are in the midst of an unprecedented expansion of scientific progress—and a simultaneous expansion of danger. At the very time we need them most, scientists and the very idea of objective knowledge are being bombarded by a vast, well-funded war on science, and the results are deadly. Whether it’s driven by identity politics, ideology, or industry, the result is an unprecedented erosion of thought in Western democracies as voters, policymakers, and justices

actively ignore scientific evidence, leaving major policy decisions to be based more on the demands of the most strident voices. This compelling book investigates the historical, social, philosophical, political, and emotional reasons why evidence-based politics are in decline and authoritarian politics are once again on the rise on both left and right—and provides some compelling solutions to bring us to our collective senses, before it's too late. “If you care about attacks on climate science and the rise of authoritarianism, if you care about biased media coverage and shake-your-head political tomfoolery, this book is for you.”—The Guardian Why Science Needs Art explores the complex relationship between these seemingly polarised fields. Reflecting on a time when art and science were considered inseparable and symbiotic pursuits, the book discusses how they have historically informed and influenced each other, before considering how public perception of the relationship between these disciplines has fundamentally changed. Science and art have something very important in common: they both seek to reduce something infinitely complex to something simpler. Using examples from diverse areas including microscopy, brain injury, classical art, and data visualization, the book delves into the history of the intersection of these two disciplines, before considering current tensions between the fields. The emerging field of neuroaesthetics and its attempts to scientifically understand what humans find beautiful is also explored, suggesting ways in which the relationship between art and science may return to a more co-operative state in the future. Why Science Needs Art provides an essential insight into the relationship between art and science in an appealing and relevant way. Featuring colorful examples throughout, the book will be of interest to students and researchers of neuroaesthetics and visual perception, as well as all those

wanting to discover more about the complex and exciting intersection of art and science. An entertaining tour of the science of humor and laughter Humor, like pornography, is famously difficult to define. We know it when we see it, but is there a way to figure out what we really find funny -- and why? In this fascinating investigation into the science of humor and laughter, cognitive neuroscientist Scott Weems uncovers what's happening in our heads when we giggle, guffaw, or double over with laughter. While we typically think of humor in terms of jokes or comic timing, in Ha! Weems proposes a provocative new model. Humor arises from inner conflict in the brain, he argues, and is part of a larger desire to comprehend a complex world. Showing that the delight that comes with "getting" a punchline is closely related to the joy that accompanies the insight to solve a difficult problem, Weems explores why surprise is such an important element in humor, why computers are terrible at recognizing what's funny, and why it takes so long for a tragedy to become acceptable comedic fodder. From the role of insult jokes to the benefit of laughing for our immune system, Ha! reveals why humor is so idiosyncratic, and why how-to books alone will never help us become funnier people. Packed with the latest research, illuminating anecdotes, and even a few jokes, Ha! lifts the curtain on this most human of qualities. From the origins of humor in our brains to its life on the standup comedy circuit, this book offers a delightful tour of why humor is so important to our daily lives. The first serious, extended effort to use a human rights-based approach to address the scientific issues affecting society and the often-neglected human right to science. As featured on BBC Radio 4's Start the Week 'A rich, timely study for the era of "global ageing"' Nature The ageing of the world population is one of the most important issues facing humanity in the 21st century – up there

with climate change in its potential global impact. Sometime before 2020, the number of people over 65 worldwide will, for the first time, be greater than the number of 0–4 year olds, and it will keep on rising. The strains this is causing on society are already evident as health and social services everywhere struggle to cope with the care needs of the elderly. But why and how do we age? Scientists have been asking this question for centuries, yet there is still no agreement. There are a myriad competing theories, from the idea that our bodies simply wear out with the rough and tumble of living, like well-worn shoes or a rusting car, to the belief that ageing and death are genetically programmed and controlled. In Borrowed Time, Sue Armstrong tells the story of science's quest to understand ageing and to prevent or delay the crippling conditions so often associated with old age. She focusses inward – on what is going on in our bodies at the most basic level of the cells and genes as the years pass – to look for answers to why and how our skin wrinkles with age, our wounds take much longer to heal than they did when we were kids, and why words escape us at crucial moments in conversation.This book explores these questions and many others through interviews with key scientists in the field of gerontology and with people who have interesting and important stories to tell about their personal experiences of ageing. The compelling, groundbreaking guide to creative writing that reveals how the brain responds to storytelling Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs. Storytelling is an essential part of what makes us human. So, how do master storytellers compel us? In The Science of Storytelling, award-winning writer and acclaimed teacher of creative writing Will Storr applies dazzling psychological research and cutting-edge neuroscience to our myths and archetypes to show how we can write better stories, revealing,

among other things, how storytellers—and also our brains—create worlds by being attuned to moments of unexpected change. Will Storr's superbly chosen examples range from Harry Potter to Jane Austen to Alice Walker, Greek drama to Russian novels to Native American folk tales, King Lear to Breaking Bad to children's stories. With sections such as "The Dramatic Question," "Creating a World," and "Plot, Endings, and Meaning," as well as a practical, step-by-step appendix dedicated to "The Sacred Flaw Approach," The Science of Storytelling reveals just what makes stories work, placing it alongside such creative writing classics as John Yorke's Into the Woods: A Five-Act Journey into Story and Lajos Egri's The Art of Dramatic Writing. Enlightening and empowering, The Science of Storytelling is destined to become an invaluable resource for writers of all stripes, whether novelist, screenwriter, playwright, or writer of creative or traditional nonfiction. In the vein of Quiet and The Geeks Shall Inherit the Earth comes this illuminating look at what it means to be awkward—and how the same traits that make us socially anxious and cause embarrassing faux pas also provide the seeds for extraordinary success. As humans, we all need to belong. While modern social life can make even the best of us feel gawky, for roughly one in five of us, navigating its challenges is consistently overwhelming—an ongoing maze without an exit. Often unable to grasp social cues or master the skills and grace necessary for smooth interaction, we feel out of sync with those around us. Though individuals may recognize their awkward disposition, they rarely understand why they are like this—which makes it hard for them to know how to adjust their behavior. Psychologist and interpersonal relationship expert Ty Tashiro knows what it's like to be awkward. Growing up, he could do math in his head and memorize the earned run averages of every National League starting

pitcher. But he couldn’t pour liquids without spilling and habitually forgot to bring his glove to Little League games. In Awkward, he unpacks decades of research into human intelligence, neuroscience, personality, and sociology to help us better understand this widely shared trait. He explores its nature vs. nurture origins, considers how the awkward view the world, and delivers a welcome counterintuitive message: the same characteristics that make people socially clumsy can be harnessed to produce remarkable achievements. Interweaving the latest research with personal tales and real world examples, Awkward offers reassurance and provides valuable insights into how we can embrace our personal quirks and unique talents to harness our awesome potential—and more comfortably navigate our complex world. From the director of research at the Institute of Noetic Sciences (IONS)—a nonprofit parapsychological research institute cofounded by astronaut Edgar Mitchell—this groundbreaking guide explores the cutting-edge science behind channeling, and offers powerful tools to help you hone your own abilities. Do you have an event in your life that can’t be explained? Perhaps it presented itself as a feeling of intuition, an image, a sense of knowing, or even a full-blown premonition. You may have felt judged when you told someone about it, or even wondered, “did that really happen, or did I just imagine it?” Chock-full of cutting-edge research, this guide will show you just how common this type of phenomenon is—and how you can fine-tune your unique abilities to add richness and depth to your life. In The Science of Channeling, scientist and author Helané Wahbeh will show you how to identify and target your own channeling skills, process the channeled information you receive, and use your unique gift to improve your life—and the world around you. You’ll find detailed information about different channeling types, including mind-to-mind

communication, your intention affecting matter, and sensing the future. And finally, you'll discover a wealth of physiological studies pertaining to the science of channeling, providing ample evidence that channeling is a real phenomena and insights into how it works. If you're ready to explore the power of channeling, or are looking to strengthen the skills you already have, this guide has everything you need to get started today. Many of the concepts and terminology surrounding modern causal inference can be quite intimidating to the novice. Judea Pearl presents a book ideal for beginners in statistics, providing a comprehensive introduction to the field of causality. Examples from classical statistics are presented throughout to demonstrate the need for causality in resolving decision-making dilemmas posed by data. Causal methods are also compared to traditional statistical methods, whilst questions are provided at the end of each section to aid student learning. Astrophysicist and author Mario Livio investigates perhaps the most human of all our characteristics—curiosity—in this "lively, expert, and definitely not dumbed-down account" (Kirkus Reviews) as he explores our innate desire to know why. Experiments demonstrate that people are more distracted when they overhear a phone conversation—where they can know only one side of the dialogue—than when they overhear two people talking and know both sides. Why does half a conversation make us more curious than a whole conversation? "Have you ever wondered why we wonder why? Mario Livio has, and he takes you on a fascinating quest to understand the origin and mechanisms of our curiosity. I thoroughly recommend it." (Adam Riess, Nobel Prize Winner in Physics, 2011). Curiosity is not only at the heart of mystery and suspense novels, it is also essential to other creative endeavors, from painting to sculpture to music. It is the principal driver of basic scientific

research. Even so, there is still no definitive scientific consensus about why we humans are so curious, or about the mechanisms in our brain that are responsible for curiosity. In the ever-fascinating Why? Livio interviewed scientists in several fields to explore the nature of curiosity. He examined the lives of two of history's most curious geniuses, Leonardo da Vinci and Richard Feynman. He also talked to people with boundless curiosity: a superstar rock guitarist who is also an astrophysicist; an astronaut with degrees in computer science, biology, literature, and medicine. What drives these people to be curious about so many subjects? An astrophysicist who has written about mathematics, biology, and now psychology and neuroscience, Livio has firsthand knowledge of his subject which he explores in a lucid, entertaining way that will captivate anyone who is curious about curiosity. Chock-full of peculiar puzzles, mind-bending mythbusters, and quirky questions, the fifth pop science book in the bestselling Science of Why series is perfect for anyone curious about the weird and wondrous world we live in. Have you ever wondered if octopuses are from outer space? What Mexican jumping beans are? Or if banana peels are really slippery? If questions like these are keeping you up at night, you can rest easy. Bestselling author Jay Ingram is here to answer all the whimsical and whacky wonderings that have baffled people since the dawn of time. From our bodies to our pets (and other beasts) to the natural world around us, Jay tackles science topics big and small, such as: Did dinosaurs sit on their eggs? What is our funny bone? Is there a specific muscle that makes dogs cute? Because who hasn't pondered whether plants have feelings? Or if Robin Hood was a real person? Or what humans will look like in the future? Teeming with amusing answers to bemusing questions—and handy and hilarious illustrations—this latest volume separates fact from fiction, lesson from

legend, and myth from marvel. Endlessly illuminating and entertaining, The Science of Why, Volume 5 is five times the fun for new and old readers of the series. "An illustrated, popular science reader for any age."-- Many young Christians interested in the sciences have felt torn between two options: remaining faithful to Christ or studying science. In this concise introduction, Josh Reeves and Steve Donaldson provide both advice and encouragement for Christians in the sciences to bridge the gap between science and Christian belief and practice. Over 200 intriguing science questions - answered. This is the ideal science encyclopedia to help budding Einsteins ages 6 and up with their school and homework projects - as well as for parents who need to answer those tricky science questions. Do You Know About Science? brings subjects such as the living world, human body, the material world, energy, forces and movement, and our planet to life, with colourful pages and a fun question and answer format. Where does light come from? Can I feel forces? What is my body made of? Why is lemon juice sour? Do You Know About Science? focuses on the subjects that kids really want to know about and the questions they ask, helping them easily learn new information. From everyday questions such as what makes the light turn on, to the bigger questions like what is in space, Do You Know About Science? will satisfy even the most curious minds with an amazing collection of facts. The newest volume in the beloved Science of Why series—full of fascinating science that will amuse and astonish readers of all ages. Have you wondered why you cringe when fingernails are scratched along a chalkboard? Or why some people are left-handed? Or if a shark can smell a drop of blood a mile away? Then you’re in luck! Bestselling author Jay Ingram is back to answer all those questions and more as he explores and explains the world around us in all of its head-

scratching curiosity. From the smallest parts inside us to the biggest questions about our universe, Jay tackles pressing topics, such as: Could we use a laser to shoot an asteroid that was about to hit earth? What exactly was a dodo and why did it go extinct? What makes peppers spicy? Touching on everything from food to robots to space to the animal kingdom, The Science of Why 3 is perfect for anyone who has stayed up late into the night pondering the weird and wonderful world we live in. Full of captivating science questions (and answers!), this book is sure to surprise and delight science readers of all ages. This book provides a theoretical framework which allows us to understand why and how scientists address the general public. Bucchi's theories on scientific communication in the media make a valuable contribution to the current debate. “Engaging, evocative. . . . [Bloom] is a supple, clear writer, and his parade of counterintuitive claims about pleasure is beguiling.”—NPR Why is an artistic masterpiece worth millions more than a convincing forgery? Pleasure works in mysterious ways, as Paul Bloom reveals in this investigation of what we desire and why. Drawing on a wealth of surprising studies, Bloom investigates pleasures noble and seamy, lofty and mundane, to reveal that our enjoyment of a given thing is determined not by what we can see and touch but by our beliefs about that thing’s history, origin, and deeper nature. In this groundbreaking book, author David Forbes explains human motivation and provides ways that marketers can effectively reach the consumer. The book uses decades of psychology research and the author's own tool, the Forbes Matrix that identifies, organizes, and explains the nine core motivations. A groundbreaking exploration of purchasing behaviour and its essential role in smarter marketing practices to benefit your organization If you understand why people buy, you are already one step ahead in

reaching out to them effectively with your products and services. Decoded: The Science Behind Why We Buy offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours. Decoded delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this book for behavioural knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge about behaviours for more effective brand management, from strategy to implementation to new product development. You'll also gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make their choices. This updated edition of Decoded provides new material that marketers can apply to informed, successful practices. Gain an understanding of the Jobs to Be Done (JTBD) approach Take a closer look at the Ferrero neuroscience study that supports JTBD See updated and relevant case studies of JTBD at work Discover how to engage customers through digital touchpoints If you're a marketing practitioner, an understanding of decision science will enhance your day-to-day work. Decoded helps you see how science and marketing come together. Immerse yourself in the science of why people buy and gain a stronger base of knowledge as you develop strategies, implement marketing plans, and meet customer needs through innovation. Science changes the world because the creation of knowledge opens up new pathways for us to explore new ways of doing things, and new questions to ask. My optimism lies in the fact that I think that the answer to why science is sexist does all of these things. In this

eye-opening BWB Text, Nicola Gaston, President of the New Zealand Association of Scientists, reveals the ways in which the discipline of science is sexist. From the under-representation of women to the argument that mental capabilities are gendered, Gaston demonstrates the extent of our unconscious bias against female scientists, and warns of its damaging consequences for science and for society. In asking what can be done to combat this bias, she calls for us to rethink not just our attitudes towards gender, but also towards scientific knowledge and inquiry.

- The Right To Science
- The Science Of Everyday Life
- Riveted The Science Of Why Jokes Make Us Laugh Movies Make Us Cry And Religion Makes Us Feel One With The Universe
- The Science Of Song
- The War On Science
- Deviate
- The Science Of Good And Evil
- Ha
- Science And The Media
- Awkward
- The Science Of Storytelling
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