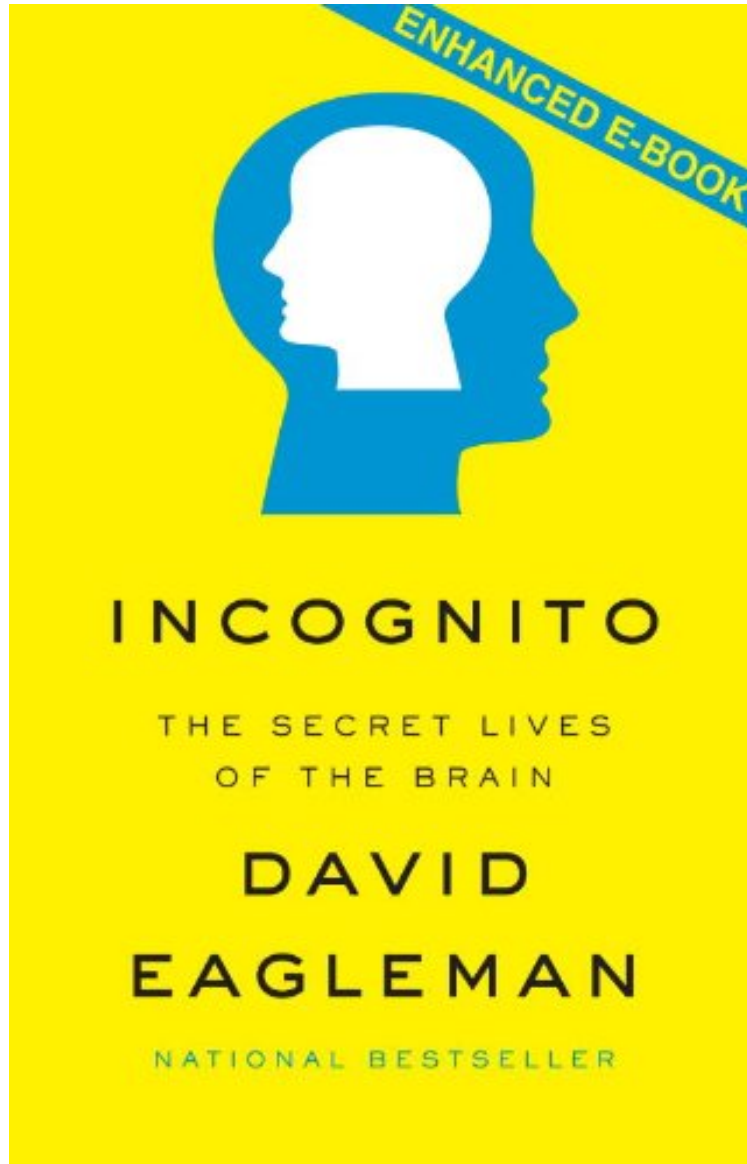


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Incognito (Enhanced Edition): The Secret Lives of the Brain

Von David Eagleman

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Von David Eagleman : Incognito (Enhanced Edition): The Secret Lives of the Brain before purchasing it in order to gage whether or not it would be worth my time, and all praised Incognito (Enhanced Edition): The Secret Lives of the Brain:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.
Incognito von David EaglemanVon DietscheLernen ist mhsam. Da springt unser Gehirn ein und optimiert, anonym die

Ablufe. Die Arbeit wird erleichtert und behindert jedoch, eine aktuelle Lösung von Problemen. Ein Zielkonflikt ist entstanden. Einzelstraffer und die Schuldfrage verdeutlichen das Problem von eingefahrenen Routinen. Es bleibt die Frage nach einem Ausweg offen. Das Buch ist kompetent geschrieben und lesenswert, da es eine oft anonyme Seite unseres netten Mitarbeiters, das Gehirn, beleuchtet. 0 von 1 Kunden fanden die folgende Rezension hilfreich. Fascinating insights into your mind Von Fred This book shows how little we understand about our brain and our mind. With many many examples he shows that you are not actually 'in charge' as so many of our actions are instinctive. Very definitely a must read! 0 von 0 Kunden fanden die folgende Rezension hilfreich. Informative, amusing and a great collection of the newest fun facts Von Maria This book was a bit slow to get read. It grew on me from the moment I read the back cover, but it took months to finish it nevertheless. It is certainly a very interesting book and I enjoyed it immensely. However, it felt a bit distant, and at times lacked consistency. It can sometimes jump from topic to topic without exhausting any of them. Which is absolutely fine for a non-fiction book of this sort - aimed at lay people. Still, I could have handled a bit more detail and actual science. Most of the book deals with the brain and the mind and how those are and are not the centre of our little personal Universes. It dispenses quite some myths that most of us certainly hold - that we base our actions on our decisions, which in turn are a product of rational thought based on the facts. It shows how a tiny malfunction in our biology can have drastic consequences on our lives... or just as easily not matter at all. It gives examples of seemingly strange medical cases, all of which turn out to have a simple explanation. I really wouldn't want to spoil more than that. This book is a delight and everyone should get the chance to experience it for the first time (even if, as in my case, you've already heard most of the examples before).

Kurzbeschreibung The enhanced eBook of David Eagleman's INCOGNITO includes the full text of the book plus 8 videos* in which the author discusses key elements of the book and his research. Topics covered include: How much of the inner-workings of the brain is beyond our conscious control; How reality can be so different inside different people's heads; Time perception; Synesthesia; Neuroscience and the legal system; What research is currently going on in Eagleman's lab; And what drew Eagleman to studying how the brain works. If the conscious mind the part you consider to be yours is just the tip of the iceberg, what is the rest doing? In this sparkling and provocative new book, the renowned neuroscientist David Eagleman navigates the depths of the subconscious brain to illuminate surprising mysteries: Why can your foot move halfway to the brake pedal before you become consciously aware of danger ahead? Why do you hear your name being mentioned in a conversation that you didn't think you were listening to? What do Ulysses and the credit crunch have in common? Why did Thomas Edison electrocute an elephant in 1916? Why are people whose names begin with J more likely to marry other people whose names begin with J? Why is it so difficult to keep a secret? And how is it possible to get angry at yourself who, exactly, is mad at whom? Taking in brain damage, plane spotting, dating, drugs, beauty, infidelity, synesthesia, criminal law, artificial intelligence, and visual illusions, Incognito is a thrilling subsurface exploration of the mind and all its contradictions. *Video may not play on all readers. Check your user manual for details. Pressestimmen "A stunning exploration of the 'we' behind the 'I'. Eagleman reveals, with his typical grace and eloquence, all the neural magic tricks behind the cognitive illusion we call reality." -Jonah Lehrer, author of "How We Decide" "Eagleman has a talent for testing the untestable, for taking seemingly sophomoric notions and using them to nail down the slippery stuff of consciousness." -"New Yorker" "Your mind is an elaborate trick, and mastermind David Eagleman explains how the trick works with great lucidity and amazement. Your mind will thank you." -Kevin Kelly, "Wired Magazine" "A fun read by a smart person for smart people...it will attract a new generation to ponder their inner workings." -"New Scientist" "Written in clear, precise language, the book is sure to appeal to readers with an interest in psychology and the human mind, but it will also please people who just want to know, with a little more clarity, what is going on inside their own skulls." -Booklist "Original and provocative...Incognito is a smart, captivating book that will give you a prefrontal workout." -Nature "Incognito is fun to read, full of neat factoids and clever experiments...Eagleman says he's looking to do for neuroscience what Carl Sagan did for astrophysics, and he's already on his way." -"Texas Monthly" "Although 'Incognito' is face-paced, mind-bending stuff, it's a book for regular folks. Eagleman does a brilliant job refining heavy science into a compelling read. He is a gifted writer." -"Houston Chronicle" "A popularizer of impressive gusto...[Eagleman] aims, grandly, to do for the study of the mind what Copernicus did for the study of the stars." -"New York Observer" "The journey to the heart of neurological darkness is also a kind of safari, and we spend a lot of time taking in the marvelous birds...Incognito proposes a grand new account of the relationship between consciousness and the brain. It is full of dazza "Boston Globe" Best Book of the Year "Original and provocative. . . . A smart, captivating book that will give you a prefrontal workout." --"Nature" "A popularizer of impressive gusto . . . [Eagleman] aims, grandly, to do for the study of the mind what Copernicus did for the study of the stars. . . . 'Incognito' proposes a grand new account of the relationship between consciousness and the brain. It is full of dazzling ideas, as it is chockablock with facts and instances." --"The New York Observer" "Eagleman engagingly sums up recent discoveries about the unconscious processes that dominate our mental life. . . . [He] is the kind of guy

who really does make being a neuroscientist look like fun." --"The New York Times" "Although "Incognito" is fast-paced, mind-bending stuff, it's a book for regular folks. Eagleman does a brilliant job refining heavy science into a compelling read. He is a gifted writer." --"Houston Chronicle" "Eagleman has a talent for testing the untestable, for taking seemingly sophomoric notions and using them to nail down the slippery stuff of consciousness." --"The""New Yorker" ""Incognito" does the right thing by diving straight into the deep end and trying to swim. Eagleman, by imagining the future so vividly, puts into relief just how challenging neuroscience is, and will be."--"The Boston Globe" "Appealing and persuasive." --"The Wall Street Journal" "Your mind is an elaborate trick, and mastermind David Eagleman explains how the trick works with great lucidity and amazement. Your mind will thank you." --"Wired" "A fun read by a smart person for smart people. . . . It will attract a new generation to ponder their inner workings." --"New Scientist" "Fascinating. . . . Eagleman has the ability to turn hard science and jargon into interesting and relatable prose, illuminating the mind's processes with clever analogies and metaphors. Salt Lake City WeeklyTouches on some of the more intriguing cul-de-sacs of human behavior. Santa Cruz SentinelStartling. . . . Its a book that will leave you looking at yourselfand the world differently. Austin American-StatesmanSparkling and provocative. . . . A thrilling subsurface exploration of the mind and all its contradictions. The Courier-JournalAfter you read Eaglemans breezy treatment of the brain, you will marvel at how much is illusory that we think is real, and how we sometimes function on autopilot without consciously knowing what is happening. . . . This is a fascinating book. The Advocate A pleasure to read. . . . If a reader is looking for a fun but illuminating read, Incognito is a good choice. With its nice balance between hard science and entertaining anecdotes, it is a good alternative to the usual brainless summer blockbusters. Deseret NewsIncognito is fun to read, full of neat factoids and clever experiments. . . . Eagleman says hes looking to do for neuroscience what Carl Sagan did for astrophysics, and hes already on his way. Texas MonthlyEagleman presents difficult neuroscience concepts in an energetic, casual voice with plenty of analogies and examples to ensure that what could easily be an overwhelming catalog of facts remains engaging and accessible. . . . The ideas in Eaglemans book are well-articulated and entertaining, elucidated with the intelligent, casual tone of an enthusiastic university lecturer. TheMillions.comWritten in clear, precise language, the book is sure to appeal to readers with an interest in psychology and the human mind, but it will also please people who just want to know, with a little more clarity, what is going on inside their own skulls. BooklistA stunning exploration of the we behind the I. Eagleman reveals, with his typical grace and eloquence, all the neural magic tricks behind the cognitive illusion we call reality. Jonah Lehrer, author of How We Decide A fascinating, dynamic, faceted look under the hood of the conscious mind. . . . Equal parts entertaining and illuminating, the case studies, examples and insights in Incognito are more than mere talking points to impressed at the next dinner party, poised instead to radically shift your understanding of the world, other people, and your own mind. Brain PickingsEagleman engagingly sums up recent discoveries about the unconscious processes that dominate our mental life. The New York Times Book Fascinating. . . . Eagleman has the ability to turn hard science and jargon into interesting and relatable prose, illuminating the minds processes with clever analogies and metaphors. SaltLake City WeeklyA great beach read. Philadelphia City PaperIncognito feels like learning the secrets of a magician. In clear prose, Eagleman condenses complex concepts and reinforces his points through analogies, pop culture, current events, optical illusions, anecdotes, and fun facts. Frontier PsychiatristOne of those books that could change everything.Sam Snyder, blogBuy this book. The pithy observations, breezy language and wow-inducing anecdotes provide temporary pleasure, but the books real strength is in its staying power. Science NewsA whirlwind, high-definition look at the neural underpinnings of our everyday thinking and perception . . . fascinating.Brettworks.comEagleman embodies what is fascinating, fun, and hopeful about modern neuroscience. Brainstorm.com After you read Eaglemans breezy treatment of the brain, you will marvel at how much is illusory that we think is real, and how we sometimes function out autopilot without consciously knowing what is happening. . . .

This is a fascinating book. The Advocate Funny, gripping and often shocking . . . Eagleman writes great sentences of the sort that you might be inclined to read to those in your general vicinity. bookotron.com Incognitoreads like a series of fascinating vignettes, offering plenty of pauses for self-reflection. Eaglemans anecdotes are funny and easily tie to the concepts he explains. Moreover, his enthusiasm for the subject is obvious and contagious. Spectrum Culture Incognito is popular science at its best . . . beautifully synthesized. Boston Globe Best of 2011