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Neuroscientist David Eagleman with Sadhguru – In Conversation with the Mystic
~~Democrats vs Republicans – Which Brain is Better?~~ The Brain's Politics: How Campaigns Are Framed and Why The Political Brain

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After telling us that emotion, not reason, is the key to winning in politics he then proceeds to rationalise about the neuroscience behind campaigns. The Political Mind by George Lakoff tells us much the same in a more approachable manner.

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The Political Brain The Role Of Emotion In Deciding The ...
The Political Brain. is the classic text on the role of emotion in determining the political life of the nation. In this substantially updated edition, Drew Westen, professor of psychology and

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Political Brain: Amazon.co.uk: Drew

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The Political Brain is a groundbreaking investigation into the role of emotion in determining the political life of the nation.

The Political Brain: The Role of Emotion in Deciding the ...

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According to Drew Westen in *The Political Brain: The Fate of the Nation*, the political brain is an emotional one. As David Hume pointed out many years ago, reason is a slave of the passions. Again, according to Westen, this is as true for intellectuals as it is for the less educated. Although

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intellectuals may be better at arguing their case, their brains emerged from the same evolutionary ...

Understanding the Self-Righteous Political Brain: The ...

The Political Brain is the classic text on the role of emotion in determining

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The Political Brain: The Role of Emotion in Deciding the ...

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The Political Brain: Amazon.co.uk:
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The Political Brain is intended to help progressives communicate in stories and connect with emotions.

The Political Brain by Drew Westen --
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Book Review

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PublicAffairs

The Political Brain is a groundbreaking investigation into the role of emotion in determining the political life of the nation. For two decades Drew Westen, professor of psychology and psychiatry at Emory University, has explored a theory of

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the mind that differs substantially from the more "dispassionate" notions held by most cognitive psychologists, political scientists, and economists ...

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The Political Brain by Drew Westen | Waterstones

The Political Brain is about how

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voters ' political choices are shaped by their emotions. Emotions are not tangential to our lives, they are the foundation of language and rational thought. First a feeling then a word. Emotions, conscious and unconscious, bind individuals into groups and society.

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Drew Westen: The Political Brain -
Renewal

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9781586485733 | Drew ...

The Political Brain is a groundbreaking investigation into the role of emotion in determining the political life of the nation.

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A clinical psychologist and political strategist looks at how voters respond emotionally, not rationally, to presidential candidates and offers examples of politicians who create an emotional bond with voters that helps them ignore facts that contradict their preference.

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The Political Brain is a groundbreaking investigation into the role of emotion in determining the political life of the nation. For two decades Drew Westen, professor of psychology and psychiatry at Emory University, has explored a theory of

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the mind that differs substantially from the more "dispassionate" notions held by most cognitive psychologists, political scientists, and economists—and Democratic campaign strategists. The idea of the mind as a cool calculator that makes decisions by weighing the evidence

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bears no relation to how the brain actually works. When political candidates assume voters dispassionately make decisions based on "the issues," they lose. That's why only one Democrat has been re-elected to the presidency since Franklin Roosevelt—and only one

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Republican has failed in that quest. In politics, when reason and emotion collide, emotion invariably wins. Elections are decided in the marketplace of emotions, a marketplace filled with values, images, analogies, moral sentiments, and moving oratory, in which logic

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plays only a supporting role. Westen shows, through a whistle-stop journey through the evolution of the passionate brain and a bravura tour through fifty years of American presidential and national elections, why campaigns succeed and fail. The evidence is overwhelming that three

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things determine how people vote, in this order: their feelings toward the parties and their principles, their feelings toward the candidates, and, if they haven't decided by then, their feelings toward the candidates' policy positions. Westen turns conventional political analyses on their head,

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suggesting that the question for Democratic politics isn't so much about moving to the right or the left but about moving the electorate. He shows how it can be done through examples of what candidates have said—or could have said—in debates, speeches, and ads. Westen's

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discoveries could utterly transform electoral arithmetic, showing how a different view of the mind and brain leads to a different way of talking with voters about issues that have tied the tongues of Democrats for much of forty years—such as abortion, guns, taxes, and race. You

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can't change the structure of the brain. But you can change the way you appeal to it. And here's how...

The must-read summary of Drew Westen's book: " The Political Brain: The Role of Emotion in deciding the Fate of the Nation " . This complete

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summary of "The Political Brain" by Drew Westen, a professor of psychology and psychiatry at Emory University, presents his argument that emotion wins over reason during elections, and illustrates how this is the case with a number of campaign ads, debates and candidate profiles

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that have won voters' hearts in America. Added-value of this summary: • Save time • Understand the role of emotion in making political decisions • Expand your knowledge of politics and psychology To learn more, read "The Political Brain" and discover how emotion

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affects voters' decisions, and how political parties can make use of this knowledge.

This groundbreaking investigation by a renowned psychologist and neuroscientist proves it: We vote with our hearts, not our minds

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A groundbreaking scientific examination of the way our brains understand politics from a New York Times bestselling author One of the world 's best-known linguists and cognitive scientists, George Lakoff has a knack for making science make

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sense for general readers. In his new book, Lakoff spells out what cognitive science has discovered about reason, and reveals that human reason is far more interesting than we thought it was. Reason is physical, mostly unconscious, metaphorical, emotion-laden, and tied to empathy-and there

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are biological explanations behind our moral and political thought processes. His call for a New Enlightenment is a bold and striking challenge to the cherished beliefs not only of philosophers, but of pundits, pollsters, and political leaders. The Political Mind is a passionate, erudite,

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and groundbreaking book that will appeal to anyone interested in how the mind works and how we function socially and politically.

The political and policy implications of recent developments in neuroscience, including new

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techniques in imaging and neurogenetics. New findings in neuroscience have given us unprecedented knowledge about the workings of the brain. Innovative research—much of it based on neuroimaging results—suggests not only treatments for neural disorders

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but also the possibility of increasingly precise and effective ways to predict, modify, and control behavior. In this book, Robert Blank examines the complex ethical and policy issues raised by our new capabilities of intervention in the brain. After surveying current knowledge about

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the brain and describing a wide range of experimental and clinical interventions—from behavior-modifying drugs to neural implants to virtual reality—Blank discusses the political and philosophical implications of these scientific advances. If human individuality is

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simply a product of a network of manipulable nerve cell connections, and if aggressive behavior is a treatable biochemical condition, what happens to our conceptions of individual responsibility, autonomy, and free will? In light of new neuroscientific possibilities, Blank

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considers such topics as informed consent, addiction, criminal justice, racism, commercial and military applications of neuroscience research, new ways to define death, and political ideology and partisanship. Our political and social institutions have not kept pace with

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the rapid advances in neuroscience. This book shows why the political issues surrounding the application of this new research should be debated before interventions in the brain become routine.

Can a football game affect the

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outcome of an election? What about shark attacks? Or a drought? In a rational world the answer, of course, would be no. But as bestselling historian Rick Shenkman explains in *Political Animals*, our world is anything but rational. Drawing on science, politics, and history,

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Shenkman explores the hidden forces behind our often illogical choices. Political Animals challenges us to go beyond the headlines, which often focus on what politicians do (or say they'll do), and to concentrate instead on what's really important: what shapes our response. Shenkman

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argues that, contrary to what we tell ourselves, it's our instincts rather than arguments appealing to reason that usually prevail. Pop culture tells us we can trust our instincts, but science is proving that when it comes to politics our Stone Age brain often malfunctions, misfires, and leads us

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astray. Fortunately, we can learn to make our instincts work in our favor. Shenkman takes readers on a whirlwind tour of laboratories where scientists are exploring how sea slugs remember, chimpanzees practice deception, and patients whose brains have been split in two tell stories. The

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scientists' findings give us new ways of understanding our history and ourselves -- and prove we don't have to be prisoners of our evolutionary past." In this engaging, illuminating, and often riotous chronicle of our political culture, Shenkman probes the depths of the human mind to

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explore how we can become more political, and less animal.

Buried in many people and operating largely outside the realm of conscious thought are forces inclining us toward liberal or conservative political convictions. Our biology

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predisposes us to see and understand the world in different ways, not always reason and the careful consideration of facts. These predispositions are in turn responsible for a significant portion of the political and ideological conflict that marks human history.

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With verve and wit, renowned social scientists John Hibbing, Kevin Smith, and John Alford—pioneers in the field of biopolitics—present overwhelming evidence that people differ politically not just because they grew up in different cultures or were presented with different information. Despite

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the oft-heard longing for consensus, unity, and peace, the universal rift between conservatives and liberals endures because people have diverse psychological, physiological, and genetic traits. These biological differences influence much of what makes people who they are, including

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their orientations to politics. Political disputes typically spring from the assumption that those who do not agree with us are shallow, misguided, uninformed, and ignorant.

Predisposed suggests instead that political opponents simply experience, process, and respond to

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the world differently. It follows, then, that the key to getting along politically is not the ability of one side to persuade the other side to see the error of its ways but rather the ability of each side to see that the other is different, not just politically, but physically. Predisposed will change

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the way you think about politics and partisan conflict. As a bonus, the book includes a "Left/Right 20 Questions" game to test whether your predispositions lean liberal or conservative.

At first glance, issues like economic

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inequality, healthcare, climate change, and abortion seem unrelated. However, when thinking and talking about them, people reliably fall into two camps: conservative and liberal. What explains this divide? Why do conservatives and liberals hold the

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positions they do? And what is the conceptual nature of those who decide elections, commonly called the "political middle"? The answers are profound. They have to do with how our minds and brains work. Political attitudes are the product of what cognitive scientists call

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Embodied Cognition — the grounding of abstract thought in everyday world experience. Clashing beliefs about how to run nations largely arise from conflicting beliefs about family life: conservatives endorse a strict father and liberals a nurturant parent model. So-called

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"middle" voters are not in the middle at all. They are morally biconceptual, divided between both models, and as a result highly susceptible to moral political persuasion. In this brief introduction, Lakoff and Wehling reveal how cognitive science research has advanced our understanding of

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political thought and language, forcing us to revise common folk theories about the rational voter.

Presents a groundbreaking investigation into the origins of morality at the core of religion and politics, offering scholarly insight into

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the motivations behind cultural clashes that are polarizing America.

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