

What Makes Your Brain Happy and Why You Should Do the Opposite



Why do we routinely choose options that don't meet our short-term needs and undermine our long-term goals? Why do we willingly expose ourselves to temptations that undercut our hard-fought progress to overcome addictions? Why are we prone to assigning meaning to statistically common coincidences? Why do we insist we're right even when evidence contradicts us? In *What Makes Your Brain Happy and Why You Should Do the Opposite*, science writer David DiSalvo reveals a remarkable paradox: what your brain wants is frequently not what your brain needs. In fact, much of what makes our brains happy leads to errors, biases, and distortions, which make getting out of our own way extremely difficult. DiSalvo's search includes forays into evolutionary and social psychology, cognitive science, neurology, and even marketing and economics - as well as interviews with many of the top thinkers in psychology and neuroscience today. From this research-based platform, DiSalvo draws out insights that we can use to identify our brain's foibles and turn our awareness into edifying action. Ultimately, DiSalvo argues, the research does not serve up ready-made answers, but provides us with actionable clues for overcoming the plight of our advanced brains and, consequently, living more fulfilled lives.

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In fact, much of what makes our brains happy leads to **What Makes Your Brain Happy and Why You Should Do the** 12 Results His first non-fiction book, What Makes Your Brain Happy and Why You Should Do the Opposite, has been published in 10 languages and is available **What makes your brain happy and why you should do the opposite** What Makes Your Brain Happy and Why You Should Do the Opposite by David DiSalvo, 9781520003504, available at Book Depository with free delivery **Interview With David Disalvo: What Makes Your Brain Happy and** Scopri What Makes Your Brain Happy and Why You Should Do the Opposite di David Disalvo, Wray Herbert: spedizione gratuita per i clienti Prime e per ordini a **What Makes Your Brain Happy and Why You Should Do the** In the best-selling What Makes Your Brain Happy And Why You Should Do The Opposite, science writer David DiSalvo delved into five decades of research to **What Makes Your Brain Happy and Why You Should Do the Opposite** What makes your brain happy and why you should do the opposite /. Years of neuroscience research have led to the current understanding of the brain as a **What Makes Your Brain Happy and Why You Should Do** - YouTube May 20, 2012 - 27 min David DiSalvo is a science communication and media specialist who has written about science **What Makes Your Brain Happy and Why You Should Do the Opposite** Id be more interested in this book if the title were, _What Makes Your Brain Happy , Why You Should Do the Opposite, and a Proven Strategy for Doing the **What Makes Your Brain Happy and Why You Should Do the Opposite** What Makes Your Brain Happy and Why You Should Do the Opposite by book review. Click to read the full review of What Makes Your Brain Happy and Why **What Makes Your Brain Happy and Why You Should Do the Opposite** Why do we routinely choose options that dont meet our short-term needs and undermine our long-term goals? 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What Makes Your Brain Happy and Why You Should Do the Opposite

you What Makes Your Brain Happy and Why You Should Do the Opposite. By David DiSalvo. This publication finds an extraordinary paradox: what your mind desires