



How the Body Knows Its Mind: The Surprising Power of the Physical Environment to Influence How You Think and Feel (Hardback)

By Sian Beilock

SIMON SCHUSTER, United States, 2015. Hardback. Book Condition: New. 226 x 157 mm. Language: English . Brand New Book. An award-winning scientist offers a groundbreaking new understanding of the mind-body connection and its profound impact on everything from advertising to romance. The human body is not just a passive device carrying out messages sent by the brain, but rather an integral part of how we think and make decisions. In her groundbreaking new book, Sian Beilock, author of the highly acclaimed Choke, which Time magazine praised for its smart tips, in order to think clearly and be cool under pressure, draws on her own cutting-edge research to turn the conventional understanding of the mind upside down in ways that will revolutionize how we live our lives. At the heart of How the Body Knows Its Mind is the tantalizing idea that our bodies hack our brains. The way we move affects our thoughts, our decisions, and even our preferences for particular products. Called embodied cognition, this new science--of which Beilock is a foremost researcher--illuminates the power of the body and its physical surroundings to shape how we think, feel, and behave. Beilock's findings are as varied as they are surprising. For...



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