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Unlike our normal (conscious) brain, which is live and tangible, the unconscious brain, referred to in this book as the "hidden brain", is intangible and elusive. In fact its own existence was in question.

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In The Hidden Brain: how our unconscious minds elect presidents, control markets, wage wars, and save our lives, author and science journalist Shankar Vedantam describes unique cases of everyday unconscious decision making while applying the latest scientific studies to each situation. The result is fascinating.

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The Hidden Brain: How Ocean Currents Explain Our

The idea for The Hidden Brain grew out of a Sunday magazine cover story Shankar Vedantam wrote for the Washington Post called See No Bias. That story focused on the effects of unconscious prejudice. That story focused on the effects of unconscious prejudice.

The Book " Hidden Brain | Shankar Vedantam

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The hidden brain can also be deliberately manipulated to convince people to vote against their own interests, or even become suicide terrorists. But the most disturbing thing is that it does all this without our knowing.

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Hidden Brain is hosted by Shankar Vedantam and produced by Parth Shah, Rhaina Cohen, Jennifer Schmidt, Matthew Schwartz, and Renee Klahr. Our supervising producer is Tara Boyle. Special thanks ...

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"The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives," is a fascinating and well-documented expose of what goes on behind the "closed doors" of the human consciousness.

The Hidden Brain: How Our Unconscious Minds Elect

Xipolitakis, Fotis. (2010). [Review of the book The hidden brain: How our unconscious minds elect presidents, control markets, wage wars, and save our lives]. Global Media Journal - - Canadian Edition, 3(2), 111-113.

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