

# **SUBLIMINAL: HOW YOUR UNCONSCIOUS MIND RULES YOUR BEHAVIOR BY LEONARD MLODINOW**



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# Subliminal

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## **Amazon.com Review**

Guest Reviewer: V.S. Ramachandran on Subliminal

V.S. Ramachandran is a neuroscientist known for his work in the fields of behavioral neurology and visual psychophysics. The author of *The Tell-Tale Brain*, He is the Director of the Center for Brain and Cognition, and is currently a Professor in the Department of Psychology and the Neurosciences Graduate Program at the University of California, San Diego.

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Leonard Mlodinow, the best-selling author of *The Drunkard's Walk* and coauthor of *The Grand Design* (with Stephen Hawking), gives us a startling and eye-opening examination of how the unconscious mind shapes our experience of the world and how, for instance, we often misperceive our relationships with family, friends, and business associates, misunderstand the reasons for our investment decisions, and misremember important events.

Your preference in politicians, the amount you tip your waiter—all judgments and perceptions reflect the workings of our mind on two levels: the conscious, of which we are aware, and the unconscious, which is hidden from us. The latter has long been the subject of speculation, but over the past two decades researchers have developed remarkable new tools for probing the hidden, or subliminal, workings of the mind. The result of this explosion of research is a new science of the unconscious and a sea change in our understanding of how the subliminal mind affects the way we live.

Employing his trademark wit and lucid, accessible explanations of the most obscure scientific subjects, Leonard Mlodinow takes us on a tour of this research, unraveling the complexities of the subliminal self and increasing our understanding of how the human mind works and how we interact with friends, strangers, spouses, and coworkers. In the process he changes our view of ourselves and the world around us.

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## Most helpful customer reviews

226 of 243 people found the following review helpful.

Fantastic Book!!

By Book Shark

*Subliminal: How Your Unconscious Mind Rules Your Behavior* by Leonard Mlodinow

"Subliminal" is the provocative and fascinating look at the unconscious part of our minds. One of my favorite authors and physicists, Leonard Mlodinow, takes the readers on a journey into the science of the unconscious. What a fun and enlightening book this was. Mlodinow is the master of making the difficult accessible and fun for the masses. How the mind works is one of the most interesting subjects and I was thrilled to see that the coauthor of both the *Grand Design* and the equally interesting book *War of the Worldviews* makes his latest venture into this intriguing science. This excellent 272-page book is composed of the following ten chapters: 1. The New Unconscious, 2. Senses Plus Mind Equals Reality, 3. Remembering and Forgetting, 4. The Importance of Being Social, 5. Reading People, 6. Judging People by Their Covers, 7. Sorting People and Things, 8. In-Groups and Out-Groups, 9. Feelings, and 10. Self.

Positives:

1. A fascinating topic (science of the unconscious) in the hands of a master.
2. Elegant, conversational tone that makes this book a treat to read.
3. Mlodinow consistently produces great books and this one lived up to my expectations.
4. As accessible a book as you will find. A difficult topic made easy and fun to read.
5. The book is loaded with great and I mean great examples to help the reader grasp the latest in the science. One of the book's strengths.
6. Great use of science history.
7. The pioneers of the science of the unconscious.
8. Great use of the latest scientific research in this fascinating topic to support well-stated positions.
9. You will end up with a better grasp at how our brains work.

10. A good use of illustrations.
11. Great quotes and factoids abound, "The truth is that our unconscious minds are active, purposeful, and independent."
12. Evolution...why our brains evolved to be what they are.
13. A truly exceptional study that mirrors the subjects' sexual preferences.
14. What modern neuroscience tells us about our brains and how we perceive the world.
15. How our memory system works. Who does it change over time? Find out.
16. Social interactions and the subliminal. Theory of mind. The three regions of the brain and the three basic types of nonverbal communication.
17. An interesting look at stereotyping.
18. Popular misconceptions analyzed.
19. What do we know about our feelings our emotions? Find out.
20. The ways to the truth...our worldviews.
21. How our brain creates unconscious biases.
22. Is unrealistic optimism good for you?
23. Great links.

**Negatives:**

1. Notes are great but a formal bibliography never hurts.
2. Nothing about supernatural beliefs and why they are so prevalent.
3. Having to get multiple copies to share.

In summary, I loved this book. It was an intellectual treat. The science of the unconscious is a fascinating topic and this book was loaded with a lot of great research. Mlodinow is a great author who is able to tackle complex topics and make it fun and interesting to read. If you want to learn about the science of the unconscious, make a conscious decision to get this one, I highly recommend it!!

Further suggestions: "The Grand Design" and "War of the Worldviews: Science Vs. Spirituality" coauthored by this same author were excellent, "Why People Believe Weird Things: Pseudoscience, Superstition, and Other Confusions of Our Time" and "The Believing Brain: From Ghosts and Gods to Politics and Conspiracies---How We Construct Beliefs and Reinforce Them as Truths" by Michael Shermer, "The Blank Slate: The Modern Denial of Human Nature" by Steven Pinker, Hardwired Behavior: What Neuroscience Reveals about Morality" by Laurence Tancredi, "Who's in Charge?: Free Will and the Science of the Brain" Michael S. Gazzaniga, "The Belief Instinct: The Psychology of Souls, Destiny, and the Meaning of Life" by Jesse Bering, "50 Popular Beliefs That People Think Are True" by Guy P. Harrison, "Mistakes Were Made (But Not by Me): Why We Justify Foolish Beliefs, Bad Decisions, and Hurtful Acts" by Carol Tavris. For the record, I have reviewed all the aforementioned books, enjoy.

74 of 78 people found the following review helpful.

Interesting Science, Good Writing on an Important Topic

By Mike Grant

We often imagine that every decision we make has a rational basis, that everything we do is for a "good reason." What we never consider is that each choice, each experience actually has an unknown framework that underlies it. So, "why" we think we made a decision may not explain the choice at all.

Mlodinow looks at our decisions from the perspective of the new field of social neuroscience, and finds what Freud and Jung theorized about almost a hundred years ago: that beneath every action and experience that is apparently rational, a set of unconscious processes actually dominates the decision-making process.

But these processes are far from the "blood, lust and rage" of the Freudian unconscious, or the universal Platonic conceptions of Jung. Instead, these are adaptive mechanisms that protect us and help us to find a way through the rigors and dangers of life.

For research into these mechanisms, instead of the "psychologist's couch" approach to self-understanding taken by classical psychoanalysis, Mlodinow champions an empirically verifiable line of research that is far from the "psychiatrist's couch" of classical psychoanalysis. Namely, social neuroscience, with the fMRI as the key experimental tool. This is a device that allows scientists to see exactly what processes are occurring in the brain during any given activity or experience.

In an experiment that gives breathtaking evidence of the possibilities presented by social neuroscience, a computer was able to select an image that closely matched one being viewed by an experimental subject, from over six million possible choices, on the basis of analyzing fMRI data alone.

By applying these insights to behavior and experiences in general, Mlodinow shows how we can now identify the unconscious neurological processes that underlie every field of human activity. Mlodinow explains how the unconscious serves not to protect us from, as Freud would have it, a patricidal impulses, but rather to provide a course of action and interpretation of reality that is geared towards survival in the particular environment that formed us. They are a set of neurological routines that have allowed us to survive in whatever strange set of circumstances life has thrown us into.

Additionally, there is no shortage of well-placed humor in this book. For example, when discussing the tendency for humans to anthropomorphize non-human beings, he discusses the tendency for a microscopic roundworm to select one food over another. In passing, he reminds us that a roundworm is not saying to itself, "I'd better watch my diameter." Such light touches infuse the book, but never obscure the fascinating science (as he brilliantly did in *Drunkard's Walk*).

By explaining our everyday decisions not as choices we make for rational reasons, but as the fruits of unconscious processes, Mlodinow is not - as some may criticize him for - sending psychology back a hundred years. Instead, he is showing how we are extraordinarily adaptive creatures, able to survive and thrive in a wide variety of environments. And in the course of our adaptation, we leave the marks of our environments - at every level of consciousness.

48 of 50 people found the following review helpful.

Well Written and Informative

By Book Fanatic

In recent years there have been a number of books written on the topic of the influence of our non-conscious (or subconscious or unconscious) minds upon our behavior. This one is really well done and a fairly easy read. The book is broken into two parts. The first part is "The Two-Tiered Brain" and discusses the importance of the non-conscious part of our brain. The second part is "The Social Unconscious" and is primarily concerned with how our subliminal thoughts affect our social selves.

This is a good book and an enjoyable read. It will be extremely informative and surprising to those new to the subject and still has lessons for those of us who are not so new to the topic.

This book has Amazon's "Search Inside" feature and I strongly recommend you use it to become more familiar with its content. Easily recommended.

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