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NEW: UNDERSTANDING OUR NEED FOR NOVELTY AND CHANGE



Penguin. 1 Paperback(s), 2013. soft. Book Condition: New. Why are we fascinated by the latest news, the biggest trends, and cutting edge technology? How did homo sapiens survive the extinctions that doomed the Neanderthals and Cro-Magnons? And why do our heads sometimes turn when we see an attractive stranger? Human brains are primed to engage with and generate novelty, suggests the bestselling author of Rapt, who uses intriguing anecdotes and makes scientific ideas accessible to analyze how this "neophilia" has...

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- Authored by Gallagher, Winifred.
- Released at 2013



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