



How Pleasure Works: Why We Like What We Like

By Paul Bloom

Vintage Publishing. Paperback. Book Condition: new. BRAND NEW, How Pleasure Works: Why We Like What We Like, Paul Bloom, We are attracted, whether we know it or not, to the hidden aspects of things and people. Some teenagers enjoy cutting themselves with razors. Some men pay good money to be spanked by prostitutes. The average Briton spends over a day a week watching television. People slow their cars to look at gory accidents and go to sentimental movies that make them cry. In this revealing and witty account, Paul Bloom examines the science behind these curious desires, attractions and tastes, exploring one of the most fascinating and fundamental engines of human behaviour. Drawing on insights from child development, philosophy, neuroscience and behavioural economics, How Pleasure Works shows how certain universal habits of the human mind explain what we like and why we like it.



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Reviews

This written publication is wonderful. It really is loaded with knowledge and wisdom You will not really feel monotony at at any time of your time (that's what catalogues are for relating to if you ask me).

-- **Desmond Becker**

Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

-- **Ambrose Thompson II**