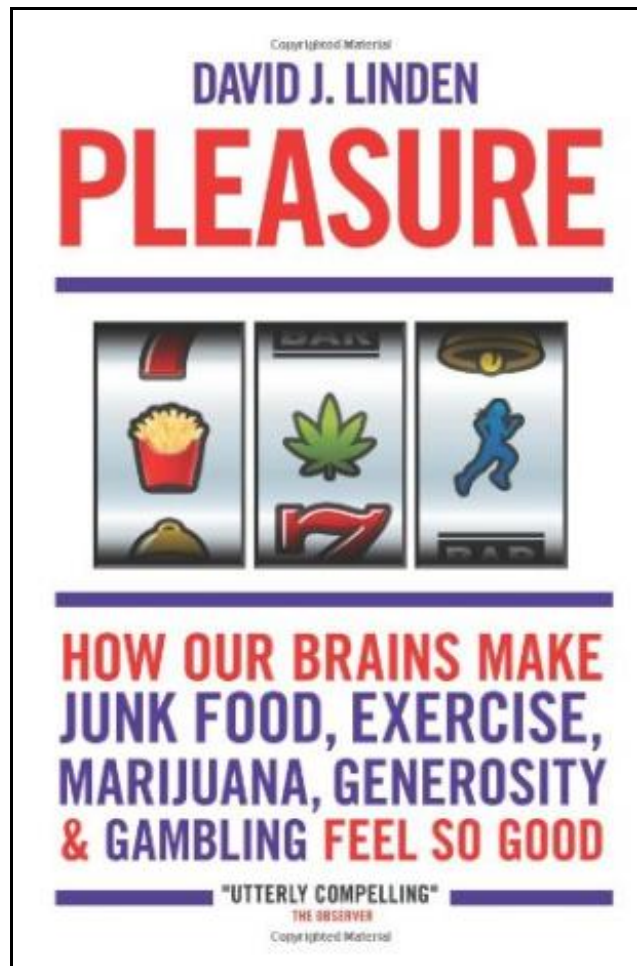


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Oneworld Publications. Paperback. Book Condition: new. BRAND NEW, **Pleasure: How Our Brains Make Junk Food, Exercise, Marijuana, Generosity, and Gambling Feel So Good**, David J. Linden, The pursuit of pleasure is a central drive of the human animal. Now, award-winning neuro-scientist David J. Linden explains how recent research has enabled us to decipher how and when pleasure takes control of the brain--and won't let go. Combining cutting-edge science with entertaining anecdotes, Linden illuminates how behaviours that lead us to ecstasy can just as easily become compulsive. Why are nicotine and heroin addictive while LSD is not? Why has the search for safe appetite suppressants failed? And in the future, will it be possible to activate our pleasure circuits at will? This eminently enjoyable and provocative book delves beyond what we like into why we can't stop ourselves from liking it--even when we think we can.



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