



Before You Know It : The Unconscious Reasons We Do What We Do

By John Bargh

Random House UK Ltd Okt 2017, 2017. Taschenbuch. Condition: Neu. Neuware - 'John Bargh's Before You Know It moves our understanding of the mysteries of human behaviour one giant step forward. A brilliant and convincing book.' - Malcolm Gladwell, author of Blink and David and Goliath The world's leading expert on the unconscious mind reveals the hidden mental processes that secretly govern every aspect of our behaviour. For more than three decades, Dr John Bargh has been conducting revolutionary research into the unconscious mind - not Freud's dark, malevolent unconscious but the new unconscious, a helpful and powerful part of the mind that we can access and understand through experimental science. Now, Dr Bargh presents an engaging and enlightening tour of the influential psychological forces that are at work as we go about our daily lives - checking a dating app, holding a cup of hot coffee, or getting a flu shot. Dr Bargh takes you into his labs at New York University and Yale where his ingenious experiments have shown how the unconscious guides our behaviour, goals and motivations in areas like race relations, parenting, business, consumer behaviour and addiction. He reveals the pervasive influence of the unconscious mind...



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