

Chapter 2:

Around 70.000 and 30.000 years ago, a change in Homo-Sapiens' brains modified their behavior. Scientifics call this event 'The Cognitive Revolution'. Theories say that an accidental genetic mutation changed the wires of their brains enabling them to think in a different way than other Homo. In the same period of time, they started to expand in territory so that might not be a coincidence. Before the revolution, Sapiens and other Homo could say things like "Run! There is a lion!", but after the revolution, Sapiens were the only ones who could say "The lion is the spirit who saves us against danger". They could think more abstractly and create fiction. They also started to have religions and started to create art records.

The most important use of language wasn't for hunting or gathering food, it was for gossip. They needed to communicate about their mates. For example, they must know who was trustable and who wasn't. Having the ability to communicate better helped them to cooperate. Although they got close relationships within their group, there is a limit on how many people you can have a close relationship. A band bigger than the limit tended to separate and create new groups. Myths were the solution to that problem. Large numbers of strangers could cooperate successfully if they believed in common myths.

A myth is not only a god, it is also the idea of a state or an aryan race. Today we can cooperate within a nation because we believe in that myth. A nation it's not real, it's only a part of our imagination. Another cool example of today's myths are the brands. A brand isn't anything else than a legal fiction. Who is a brand? They don't exist in the real word. What exists is people working and other people being in charge and having the revenues of that work. But a brand cannot die unless we forget it. However, as time went by the imagined reality became more powerful than anyone. Today the survival of tries and rivers depends on imagine entities.

Because we can cooperate throughout myths, if we change them, we change the way we act. Culture is part of this. There are people who know that and they use it. The idea of creating a fashion is an example. The most important thing is not to create a myth, but to make people believe in it. If they believe , they'll buy.

The Cognitive Revolution is accordingly the point when history declared its independence from biology. Historical events now replace biological theories.