



Don't Even Think About it: Why Our Brains are Wired to Ignore Climate Change

By George Marshall

Bloomsbury Publishing Plc. Paperback. Book Condition: new. BRAND NEW, Don't Even Think About it: Why Our Brains are Wired to Ignore Climate Change, George Marshall, Most of us recognize that climate change is real yet we do nothing to stop it. What is the psychological mechanism that allows us to know something is true but act as if it is not? George Marshall's search for the answers brings him face to face with Nobel Prize-winning psychologists and Texas Tea Party activists; the world's leading climate scientists and those who denounce them; liberal environmentalists and conservative evangelicals. What he discovers is that our values, assumptions, and prejudices can take on lives of their own, gaining authority as they are shared, dividing people in their wake. With engaging stories and drawing on years of his own research, Marshall argues that the answers do not lie in the things that make us different, but rather in what we share: how our human brains are wired--our evolutionary origins, our perceptions of threats, our cognitive blind spots, our love of storytelling, our fear of death, and our deepest instincts to defend our family and tribe. Once we understand what excites, threatens, and motivates us, we...



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Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- **Doyle Schmeler**

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Brennan Koelpin**