

Spent Sex Evolution And Consumer Behavior

There is great confusion about what the Internet of Things means. This book lays out a technological future based on the intersection of evolutionary psychology, shared functionality desires, and a long-term vision of human society. Broken into three themes of Prediction, Interface, and Evolution, it's an attempt to show what's coming so that we can start getting ready. Regardless of what forms it may take during gestation, this book describes what the Real Internet of Things will inevitably become.

*Why are Amazonian hunter-gatherers better at logic than Harvard students? Why did the Zambian president reject food donations during a famine? And why do billionaires work so hard—only to give their hard-earned money away? In this animated tour of the latest in behavioral science, psychologist Douglas T. Kenrick and marketing professor Vladas Griskevicius argue that while our decision making may seem superficially irrational, our misjudgments are the result of a psychological mismatch between ancestral drives for survival and our modern lifestyles. Ultimately, *The Rational Animal* offers an uplifting message—that while our brains may still house caveman impulses, we have evolved to be smarter than we think.*

The Future of Nursing explores how nurses' roles, responsibilities, and education should change significantly to meet the increased demand for care that will be created by health care reform and to advance improvements in America's increasingly complex health system. At more than 3 million in number, nurses make up the single largest segment of the health care work force. They also spend the greatest amount of time in delivering patient care as a profession. Nurses therefore have valuable insights and unique abilities to contribute as partners with other health care professionals in improving the quality and safety of care as envisioned in the Affordable Care Act (ACA) enacted this year. Nurses should be fully engaged with other health professionals and assume leadership roles in redesigning care in the United States. To ensure its members are well-prepared, the profession should institute residency training for nurses, increase the percentage of nurses who attain a bachelor's degree to 80 percent by 2020, and double the number who pursue doctorates. Furthermore, regulatory and institutional obstacles -- including limits on nurses' scope of practice -- should be removed so that the health system can reap the full benefit of nurses' training, skills, and knowledge in patient care. In this book, the Institute of Medicine makes recommendations for an action-oriented blueprint for the future of nursing.

*Human intelligence is sexually attractive, and strongly predicts the success of sexual relationships, but the behavioral sciences have usually ignored the interface between intelligence and mating. This is the first serious scholarly effort to explore that interface, by examining both universal and individual differences in human mating intelligence. Contributors include some of the most prominent evolutionary psychologists and promising new researchers in human intelligence, social psychology, intimate relationships, and sexuality. David Buss' foreword and the opening chapter explore what 'mating intelligence' means, and why it is central to human cognition and sexuality. The book's six sections then examine (1) our mating mechanisms -- universal emotional and cognitive adaptations for mating intelligently -- that guide mate search, mate choice, and courtship; (2) how mating intelligence strategically guides our choice of mating tactics and partners given different relationship goals, personality traits, forms of deception, and the existence of children; (3) the genetic and psychiatric causes of individual differences in mating intelligence; (4) how we use mental fitness indicators -- forms of human intelligence such as creativity, humor, and emotional intelligence -- to attract and retain sexual partners; (5) the ecological and social contexts of mating intelligence; (6) integrative models of mating intelligence that can guide future research. *Mating Intelligence* is intended for researchers, advanced students, and courses in human sexuality, intimate relationships, intelligence research, behavior genetics, and evolutionary, personality, social, and clinical psychology.*

The Rational Animal

Sex, Relationships, and the Mind's Reproductive System

Sex, Evolution and the Secrets of Consumerism

Mating Intelligence

The Future of Nursing

Why We Spend Money We Don't Have in Search of Happiness We Can't Buy

Handbook of Consumer Psychology

A comprehensive survey of the evolutionary science of human sexual behavior, *Evolution and Human Sexual Behavior* invites us to imagine human sex from the vantage point of our primate cousins, in order to underscore the role of evolution in shaping all that happens, biologically and behaviorally, when romantic passions are aroused.

This publication brings together the most relevant and useful information for the evaluation and development of consumer policy. The material includes data from various sources including EUROSTAT, other Commission services as well as other surveys and studies. This edition focuses on services of general interest. Although the prime objective of this publication is to help policy-makers at the European level to better understand the needs of consumers in general, the publication should also be of use to other stakeholders interested in consumer affairs, such as consumer organisations, other public authorities and even suppliers of goods and services. This is the third edition of a series of publications. Data cover the period 1999-2006.

“Excellent. . . [Buonomano] reveals the intricate limitations and blessings of the most complex device in the known universe.”—*The Atlantic* The human brain may be the best piece of technology ever created, but it's far from perfect. Drawing on colorful examples and surprising research, neuroscientist Dean Buonomano exposes the blind spots and weaknesses that beset our brains and lead us to make misguided personal, professional, and financial decisions. Whether explaining why we are susceptible to advertisements or demonstrating how false memories are formed, *Brain Bugs* not only explains the brain's inherent flaws but also gives us the tools to counteract them.

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. *Communities in Action: Pathways to Health Equity* seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

Leading Change, Advancing Health

The Cambridge Handbook of Evolutionary Perspectives on Human Behavior

A Reader

Sex, Murder, and the Meaning of Life

How Evolution Made Us Smarter Than We Think

Sex, Evolution, and Consumer Behavior

Building Marketing Strategy

Our drive to consume -- our desire for food, clothing, smart phones, and megahomes -- evolved from our ancestors' drive to survive. But the psychological and neural processes that originally evolved in mammals toward resources that are necessary but scarce may mislead us in modern conditions of material abundance. Such phenomena as obesity, financial bubbles, hoarding, and shopping sprees are a mismatch between our instinct to consume and our current environment. This volume brings together research from psychology, neuroscience, economics, marketing, animal behavior, and evolutionary biology to explore the causes and consequences of consumption. Contributors consider such topics as how animal food-storing informs human consumption; the downside of evolved "fast and frugal" rules for eating; how time discounting and the draw toward immediate rewards influence food consumption, addiction, and our ability to save; overconsumption as social display; and the policy implications of consumption. Together, the chapters make the case for an emerging interdisciplinary science of consumption that reflects commonalities across species, domains, and fields of inquiry. By carefully comparing mechanisms that underlie seemingly disparate outcomes, we can achieve a unified understanding of consumption that could benefit both science and society.

The human race spends a disproportionate amount of attention, money, and expertise in solving, trying, and reporting homicides, as compared to other social problems. The public avidly consumes true-crime life homicide cases, and murder fiction is more popular still. Nevertheless, we have only the most rudimentary scientific understanding of who is likely to kill whom and why. Martin Daly and Margie Profert apply contemporary evolutionary theory to analysis of human motives and perceptions of self-interest, considering where and why individual interests conflict, using well-documented murder cases. They help us understand normal social motives in murder as products of the process of evolution by natural selection. They note that the implications for psychology are many and profound, touching on such things as affection and rejection, sibling rivalry, sex differences in interests and inclinations, social comparison and achievement motives, our sense of justice, lifespan developmental changes in attitudes, and the phenomenology of the self. This is the first volume of its kind to analyze homicides in the light of a theory of interpersonal conflict. Before this study, no one had compared an observed distribution of relationships to "expected" distribution, nor asked about the patterns of killer-victim age disparities in familial killings. This evolutionary psychological approach affords a deeper view and understanding of homicidal violence.

A provocative and thoroughly researched inquiry into what we find beautiful and why, skewering the myth that the pursuit of beauty is a learned behavior. In *Survival of the Prettiest*, Nancy Etcoff, a member at Harvard Medical School and a practicing psychologist at Massachusetts General Hospital, argues that beauty is neither a cultural construction, an invention of the fashion industry, nor a product of feminism—it's in our biology. Beauty, she explains, is an essential and ineradicable part of human nature that is revered and ferociously pursued in nearly every civilization—and for good reason. The traits which we are most attracted are often signals of fertility and fecundity. When seen in the context of a Darwinian struggle for survival, our sometimes extreme attempts to attain beauty—both to ourselves and to acquire an attractive partner—suddenly become much more understandable. Moreover, if we understand how the desire for beauty is innate, then we can begin to work in our own best interests, not just the interests of our genetic tendencies.

A leading evolutionary psychologist probes the hidden instincts behind our working, shopping, and spending. Evolutionary psychology—the compelling science of human nature—has clarified the prehistory of human behavior and influenced many fields ranging from economics to personal relationships. In *Spent* Geoffrey Miller applies this revolutionary science's principles to a new domain: the sensual and status-seeking marketing and status-seeking that we call American consumer culture. Starting with the basic notion that the goods and services we buy unconsciously advertise our biological potential as mates, Miller examines the hidden factors that dictate our choices in everything from lipstick to cars, from the magazines we read to the music we listen to. With humor and insight, Miller analyzes an array of consumer behaviors and deciphers what our decisions say about ourselves, giving us access to a new way of understanding—and improving—our behaviors. Like *Freakonomics* or *The Tipping Point*, *Spent* is a bold and revealing work that illuminates the unseen logic behind the chaos of consumerism and suggests new ways we can become happier consumers and more responsible citizens.

Communities in Action

Families Caring for an Aging America

Why We Buy

The Pat Metheny Interviews

Evolution and Human Sexual Behavior

The Science of Beauty

Sex, Evolution, and Behavior

Pat Metheny has not only revolutionised his instrument, the guitar, but also changed the face of jazz itself.

Why are people getting fatter? Why do so many rock stars end up dead at 27? Is there any hope of curbing population growth, rampant consumerism and the environmental devastation they wreak? Evolutionary biologist Rob Brooks argues that the origins of these twenty-first century problems can be found where the ancient forces of evolution collide with modern culture and economics. In *Sex, Genes and Rock n Roll* Brooks explores a tasting platter of topics, from the frivolous to the tragic falling in love, making music, our obsession with rock n roll, sexual conflict, fertility, obesity, consumption, ageing and more illustrating how evolution stands alongside economics, anthropology, psychology and political science in shaping our world.

The transformative wave of Darwinian insight continues to expand throughout the human sciences. While still centered on evolution-focused fields such as evolutionary psychology, ethology, and human behavioral ecology, this insight has also influenced cognitive science, neuroscience, feminist discourse, sociocultural anthropology, media studies, and clinical psychology. This handbook's goal is to amplify the wave by bringing together world-leading experts to provide a comprehensive and up-to-date overview of evolution-oriented and influenced fields. While evolutionary psychology remains at the core of the collection, it also covers the history, current standing, debates, and future directions of the panoply of fields entering the Darwinian fold. As such, *The Cambridge Handbook of Evolutionary Perspectives on Human Behavior* is a valuable reference not just for evolutionary psychologists but also for scholars and students from many fields who wish to see how the evolutionary perspective is relevant to their own work.

Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. *The Cambridge Handbook of Consumer Psychology* will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

Shiny Objects

Weighing the Cost of Excess

Survival of the Prettiest

Postcapitalism

What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature

Sex, Genes & Rock 'n' Roll

A leading evolutionary psychologist probes the unconscious instincts behind American consumer culture Illuminating the hidden reasons for why we buy what we do, *Spent* applies evolutionary psychology to the sensual wonderland of marketing and perceived status that is American consumer culture. Geoffrey Miller starts with the theory that we purchase things to advertise ourselves to others, and then examines other factors that dictate what we spend money on. With humor and insight, Miller analyzes an array of product choices and deciphers what our decisions say about ourselves, giving us access to a new way of understanding-and improving-our behaviors to become happier consumers.

An informative, entertaining, and beautifully illustrated look at the beloved firefly For centuries, the beauty of fireflies has evoked wonder and delight. Yet for most of us, fireflies remain shrouded in mystery: How do fireflies make their light? What are they saying with their flashing? And what do fireflies look for in a mate? In *Silent Sparks*, noted biologist and firefly expert Sara Lewis dives into the fascinating world of fireflies and reveals the most up-to-date discoveries about these beloved insects. From the meadows of New England and the hills of the Great Smoky Mountains, to the rivers of Japan and mangrove forests of Malaysia, this beautifully illustrated and accessible book uncovers the remarkable, dramatic stories of birth, courtship, romance, sex, deceit, poison, and death among fireflies. The nearly two thousand species of fireflies worldwide have evolved in different ways—and while most mate through the aerial language of blinking lights, not all do. Lewis introduces us to fireflies that don't light up at all, relying on wind-borne perfumes to find mates, and we encounter glow-worm fireflies, whose plump, wingless females never fly. We go behind the scenes to meet inquisitive scientists who have dedicated their lives to understanding fireflies, and we learn about various modern threats including light pollution and habitat destruction. In the last section of the book, Lewis provides a field guide for North American fireflies, enabling us to identify them in our own backyards and neighborhoods. This concise, handy guide includes distinguishing features, habits, and range maps for the most commonly encountered fireflies, as well as a gear list. A passionate exploration of one of the world's most charismatic and admired insects, *Silent Sparks* will inspire us to reconnect with the natural world.

The turn of the twenty-first century witnessed a spectacular rise in gross consumption. With the super-rich setting the pace, everyone spent furiously in a desperate attempt to keep up. As cars and houses grew larger and more expensive, the costs were enormous--not only monetarily

but also socially. Consumers spent more time at work and less time with their family and friends; they saved less money and borrowed more. In this book, Robert Frank presents the first comprehensive and accessible account of these financial choices. Frank uses scientific evidence to demonstrate how these spending patterns have not made us happier or healthier. *Luxury Fever* offers an exit from the rat race, suggesting ways to curb the culture of excess and restore true value to our lives.

This volume reports on the growing body of knowledge on shame and guilt, integrating findings from the authors' original research program with other data emerging from social, clinical, personality, and developmental psychology. Evidence is presented to demonstrate that these universally experienced affective phenomena have significant implications for many aspects of human functioning, with particular relevance for interpersonal relationships. --From publisher's description.

Mate

How Sexual Choice Shaped the Evolution of Human Nature

Evolution, Literature, and Film

Homicide

Foundations of Human Behavior

A Developer's Guide to Launching a Startup

The Mating Mind

This classic work on the rules of sex -- updated for a new generation -- is still as provocative as the day it was published, providing simple explanations for any and all questions about what happens in the bedroom. Sex isn't as complicated as we make it. In Sperm Wars, evolutionary biologist Robin Baker argues that every question about human sexuality can be explained by one simple thing: sperm warfare. In the interest of promoting competition between sperm to fertilize the same egg, evolution has built men to conquer and monopolize women while women are built to seek the best genetic input on offer from potential sexual partners. Baker reveals, through a series of provocative fictional scene, the far-reaching implications of sperm competition. 10% of children are not fathered by their "fathers;" over 99% of a man's sperm exists simply to fight off all other men's sperm; and a woman is far more likely to conceive through a casual fling than through sex with her regular partner. From infidelity, to homosexuality, to the female orgasm, Sperm Wars turns on every light in the bedroom. Now with new material reflecting the latest research on sperm warfare, this milestone of popular science will still surprise, entertain, and even shock.

*Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have \$6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.*

Why do we buy? Why are so many of our consumer choices simply a waste of time, energy, and money? How does advertising really work? And why are pregnant women more racist than the rest of us? In this brilliantly original, provocative and witty book, Geoffrey Miller - acclaimed author of The Mating Mind- uses evolutionary psychology to explain the phenomenon of modern brand-driven consumerism. Traversing the murky terrains of marketing, advertising, brands, media, genetics, neuroscience and the latest advances in evolutionary biology to explore human behavior, Spent argues that many of our product choices are driven by the desire not to feel good, but to look good, by displaying our evolutionary fitness to those around us. At once a searing critique of the excesses of twenty-first-century consumerism and a masterful new take on understanding how the mind works, Spent is a radical, timely and original book.

"Kenrick writes like a dream." -- Robert Sapolsky, Professor of Biology and Neurology, Stanford University; author of *A Primate's Memoir* and *Why Zebras Don't Get Ulcers* What do sex and murder have to do with the meaning of life? Everything. In *Sex, Murder, and the Meaning of Life*, social psychologist Douglas Kenrick exposes the selfish animalistic underside of human nature, and shows how it is intimately connected to our greatest and most selfless achievements. Masterfully integrating cognitive science, evolutionary psychology, and complexity theory, this intriguing book paints a comprehensive picture of the principles that govern our lives. As Kenrick divulges, beneath our civilized veneer, human beings are a lot like howling hyenas and barking baboons, with heads full of homicidal tendencies and sexual fantasies. But, in his view, many ingrained, apparently irrational behaviors -- such as inclinations to one-night stands, racial prejudices, and conspicuous consumption -- ultimately manifest what he calls "Deep Rationality.&" Although our heads are full of simple selfish biases that evolved to help our ancestors survive, modern human beings are anything but simple and selfish cavemen. Kenrick argues that simple and selfish mental mechanisms we inherited from our ancestors ultimately give rise to the multifaceted social lives that we humans lead today, and to the most positive features of humanity, including generosity, artistic creativity, love, and familial bonds. And out of those simple mechanisms emerge all the complexities of society, including international conflicts and global economic markets. By exploring the nuance of social psychology and the surprising results of his own research, Kenrick offers a detailed picture of what makes us caring, creative, and complex -- that is, fully human. Illuminated with stories from Kenrick's own colorful experiences -- from his criminally inclined shantytown Irish relatives, his own multiple high school expulsions, broken marriages, and homicidal fantasies, to his eventual success as an evolutionary psychologist and loving father of two boys separated by 26 years -- this book is an exploration of our mental biases and failures, and our mind's great successes. Idiosyncratic, controversial, and fascinating, *Sex, Murder, and the Meaning of Life* uncovers the pitfalls and promise of our biological inheritance.

Become the Man Women Want

The Cambridge Handbook of Consumer Psychology

Brain Bugs: How the Brain's Flaws Shape Our Lives

A Psychologist Investigates How Evolution, Cognition, and Complexity are Revolutionizing our View of Human Nature

Infidelity, Sexual Conflict, and Other Bedroom Battles

The Inner Workings of His Creativity Revealed

Pathways to Health Equity

Family caregiving affects millions of Americans every day, in all walks of life. At least 17.7 million individuals in the United States are caregivers of an older adult with a health or functional limitation. Caregivers provide the lion's share of long-term care for our older adult population. They are also central to older adults' access to and receipt of health care and community-based social services. And support caregiving is among the least appreciated challenges facing the aging U.S. population. *Families Caring for an Aging America* examines the prevalence and nature of family caregiving of older adults, reviews available evidence on the effectiveness of programs, supports, and other interventions designed to support family caregivers. This report also assesses and recommends policies to address the need to minimize the barriers that they encounter in trying to meet the needs of older adults.

At once a pioneering study of evolution and an accessible and lively reading experience, *The Mating Mind* marks the arrival of a prescient and provocative new science writer. Psychologist Geoffrey Miller offers a convincing--and radical--explanation for how and why the human mind evolved. Consciousness, morality, creativity, language, and art: these are the traits that make us human. Scientists have traditionally viewed these qualities as merely a side effect of surplus brain size, but Miller argues that they were sexual attractors, not side effects. He bases his argument on Darwin's theory of sexual selection, which unfurled as a fiddle to Darwin's theory of natural selection, and draws on ideas and research from a wide range of fields, including psychology, economics, history, and pop culture. Witty, powerfully argued, and thought-provoking, *The Mating Mind* is a landmark in our understanding of our own species.

An expert on shopping behavior and motivation offers an analysis of consumers' tastes and habits, discussing why point-of-sale purchases are still the most significant, and why Internet shopping is on the rise. This comprehensive, ten volume reference work reflects the interdisciplinary influences on evolutionary psychology and serves as a major resource for its history, scientific contributors and theories. Drawing on cognitive science, anthropology, psychology, economics, computer science and paleoarchaeology to provide a multifaceted picture of behavioral adaptation in humans and how it adds to our academic understanding. Edited by a noted figure in evolutionary psychology, with many seminal and renowned contributors, this encyclopedia offers the full breadth of an area that is the forefront of behavioral investigation.

The Real Internet of Things

The Interdisciplinary Science of Consumption

The Consuming Instinct

Luxury Fever

The Science of Shopping

Consumers in Europe

The Evolutionary Bases of Consumption

The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology. Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reverse causal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others): appearance-enhancing products and services; financial and physical risk-taking; use of sexual imagery and the depictions of women in advertising; and television programs, movies, songs, music videos, literature, religion, and art. The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

* Provides elementary-level discussion of theory relating to evolutionary and adaptive aspects of reproductive behavior.

We know that our world is undergoing seismic change—but how can we emerge from the crisis a fairer, more equal society? Over the past two centuries or so, capitalism has undergone profound changes—economic cycles that veer from boom to bust—from which it has always emerged transformed and strengthened. Surveying this turbulent history, Paul Mason's Postcapitalism argues that we are on the brink of a change so big and so profound that this time capitalism itself, the immensely complex system within which entire societies function, will mutate into something wholly new. At the heart of this change is information technology, a revolution that is driven by capitalism but, with its tendency to push the value of much of what we make toward zero, has the potential to destroy an economy based on markets, wages, and private ownership. Almost unnoticed, in the niches and hollows of the market system, swaths of economic life are beginning to move to a different rhythm. Vast numbers of people are changing how they behave and live, in ways contrary to the current system of state-backed corporate capitalism. And as the terrain changes, new paths open. In this bold and prophetic book, Mason shows how, from the ashes of the crisis, we have the chance to create a more socially just and sustainable economy. Although the dangers ahead are profound, he argues that there is cause for hope. This is the first time in human history in which, equipped with an understanding of what is happening around us, we can predict and shape the future.

This is the first book to overtly consider how basic evolutionary thinking is being applied to a wide range of special social, economic, and technical problems. It draws together a collection of renowned academics from a very disparate set of fields, whose common interest lies in using evolutionary thinking to inform their research.

How Evolution Has Shaped the Modern World

Silent Sparks

Encyclopedia of Evolutionary Psychological Science

Start Small, Stay Small

The Wondrous World of Fireflies

Applied Evolutionary Psychology

Sperm Wars

The #1 bestselling pioneer of "fratire" and a leading evolutionary psychologist team up to create the dating book for guys. Whether they conducted their research in life or in the lab, experts Tucker Max and Dr. Geoffrey Miller have spent the last 20+ years learning what women really want from their men, why they want it, and how men can deliver those qualities. The short answer: become the best version of yourself possible, then show it off. It sounds simple, but it's not. If it were, Tinder would just be the stuff you use to start a fire. Becoming your best self requires honesty, self-awareness, hard work and a little help. Through their website and podcasts, Max and Miller have already helped over one million guys take their first steps toward Ms. Right. They have collected all of their findings in Mate, an evidence-driven, seriously funny playbook that will teach you to become a more sexually attractive and romantically successful man, the right way: No "seduction techniques," No moralizing, No bullshit. Just honest, straightforward talk about the most ethical, effective way to pursue the win-win relationships you want with the women who are best for you. Much of what they've discovered will surprise you, some of it will not, but all of it is important and often misunderstood. So listen up, and stop being stupid!

SpentSex, Evolution, and Consumer BehaviorPenguin Books

Explores how evolutionary psychology has begun to identify the prehistoric origins of human behavior and discusses how those discoveries have influenced the way consumer spending is viewed and controlled by companies, retailers, and marketers.

In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our biological heritage to our daily lives as consumers. While culture is important, the author shows that innate evolutionary forces deeply influence the foods we eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and even the cultural products that stimulate our imaginations (such as art, music, and religion). The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives—namely, survival (we prefer foods high in calories); reproduction (we use products as sexual signals); kin selection (we naturally exchange gifts with family members); and reciprocal altruism (we enjoy offering gifts to close friends). The author further highlights the analogous behaviors that exist between human consumers and a wide range of animals. For anyone interested in the biological basis of human behavior or simply in what makes consumers tick—marketing professionals, advertisers, psychology mavens, and consumers themselves—this is a fascinating read.

Shame and Guilt

Consumer Behavior

A Guide to Our Future

Spent

Virtual Friends, Digital Lovers, and Algorithmic Matchmakers

Artificial Intimacy

In *Shiny Objects*, a cross between *In Praise of Slowness* and *The Tipping Point*, consumer behavior expert Professor James A. Roberts takes us on a tour of America's obsession with consumerism—pointing out its symptoms, diagnosing specific problems, and offering a series of groundbreaking solutions. Roberts gives practical advice for how to correct the materialistic trends in our lives which lock us into a cycle of financial hardship and stress. *Shiny Objects*, a new *The Paradox of Choice* for the modern reader, is more than a critique of capitalism—it's also an exploration into how we can live happier, fuller, more productive lives today.

What happens when the human brain, which evolved over eons, collides with twenty-first-century technology? Machines can now push psychological buttons, stimulating and sometimes exploiting the ways people make friends, gossip with neighbors, and grow intimate with lovers. Sex robots present the humanoid face of this technological revolution—yet although it is easy to gawk at their uncanniness, more familiar technologies based in artificial intelligence and virtual reality are insinuating themselves into human interactions. Digital lovers, virtual friends, and algorithmic matchmakers help us manage our feelings in a world of cognitive overload. Will these machines, fueled by masses of user data and powered by algorithms that learn all the time, transform the quality of human life? *Artificial Intimacy* offers an innovative perspective on the possibilities of the present and near future.

The evolutionary biologist Rob Brooks explores the latest research on intimacy and desire to consider the interaction of new technologies and fundamental human behaviors. He details how existing artificial intelligences can already learn and exploit human social needs—and are getting better at what they do. Brooks combines an understanding of core human traits from evolutionary biology with analysis of how cultural, economic, and technological contexts shape the ways people express them. Beyond the technology, he asks what the implications of artificial intimacy will be for how we understand ourselves.

"Original and unique—there is almost by default no collection like it at present. The field of evolutionary literary studies is coalescing as I write, and the publication of this book will have a decisive and positive impact in this regard."—Peter Swirski, Author of *Literature, Analytically Speaking*

evolution, Literature, And Film opens with Charles Darwin on the logic of natural selection, Richard Dawkins on the genetic revolution of modern evolutionary theory, Edward O. Wilson on the unity of knowledge, Steven Pinker on the transformation of psychology into an explanatory science, and David Sloan Wilson on the integration of evolutionary theory into cultural critique. Later essays include discussions of evolutionary literary theory and film theory, interpretive commentaries on works of literature and film, and analyses using empirical methods to explore literary problems. Texts under the microscope include folk- and fairy tales; Homer's *Iliad*; Shakespeare's plays; works by Charles Dickens, Emily Bronte, and Zora Neale Hurston; narratives in sci-fi, comics, and slash fiction; and films from Europe, America, Asia, and Africa. Each essay explains the contribution of evolution to a study of the human mind, human behavior, culture, and art. "Extremely well conceived, bringing together classics from the early days and the cutting edge of recent statistical scholarship. The essays are excellent and represent the best work being done right now in the field."—Blakey Vermeule, Stanford University

Brian Boyd is

University Distinguished Professor of English at the University of Auckland. The world's leading scholar of Vladimir Nabokov, Joseph Carroll is Curators' Professor of English at the University of Missouri, St. Louis. Jonathan Gottschall teaches English at Washington and Jefferson College.

This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (ie. marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts. The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate level courses in marketing, psychology, communications, consumer behavior and advertising.