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The Political Mind: A Cognitive Scientist's Guide to Your Brain and Its Politics

By George Lakoff

Penguin Putnam Inc. Paperback / softback. Condition: new. BRAND NEW, The Political Mind: A Cognitive Scientist's Guide to Your Brain and Its Politics, George Lakoff, A groundbreaking scientific examination of the way our brains understand politics from a "New York Times" bestselling author. One of the world's best-known linguists and cognitive scientists, George Lakoff has a knack for making science make sense for general readers. In his new book, Lakoff spells out what cognitive science has discovered about reason, and reveals that human reason is far more interesting than we thought it was. Reason is physical, mostly unconscious, metaphorical, emotion-laden, and tied to empathy-and there are biological explanations behind our moral and political thought processes. His call for a New Enlightenment is a bold and striking challenge to the cherished beliefs not only of philosophers, but of pundits, pollsters, and political leaders. "The Political Mind" is a passionate, erudite, and groundbreaking book that will appeal to anyone interested in how the mind works and how we function socially and politically.



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