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Unthink: And How to Harness the Power of Your Unconscious

Chris Paley

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Your life is dominated by your unconscious mind: by thoughts you're unaware of and movements you don't realise you are making. Words, colours, mannerisms, and other cues you don't realise are affecting you change what you think. The confidence you have in your ability to reason and to consciously choose what to do is caused by a series of illusions that scientists are only just beginning to understand. The discovery of these illusions will change the way we see ourselves more than the discoveries of Darwin and Copernicus.

Unthink explores the unconscious decisions we make, and covers a variety of topics, ranging from how we choose politicians and romantic partners to more abstract subjects such as whether we can consciously decide to move our fingers.

The counter-intuitive observations that Chris makes in the book include:

- If you want someone to fancy you, wear red and meet them somewhere frightening.
- When waitresses repeat customers' orders back to them instead of just saying 'yes' they receive bigger tips.
- To reduce your shopping bill, start at the beer and snacks end of the store and work backwards.
- If you sit someone in an upright chair when you give them good news they will be prouder of their achievements.
- Having a picture of your family on your desk might make you work harder, but you'll be rattier when you get home!

Chris Paley shows us how we can understand ourselves and others better, by having a greater understanding of the way that the unconscious mind has an impact on the way we live our lives.

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Lori Roth:

A lot of people always spent their very own free time to vacation or even go to the outside with them household or their friend. Were you aware? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent 24 hours a day to reading a book. The book Unthink: And How to Harness the Power of Your Unconscious it doesn't matter what good to read. There are a lot of those who recommended this book. These were enjoying reading this book. In the event you did not have enough space to create this book you can buy the particular e-book. You can m0ore simply to read this book through your smart phone. The price is not too expensive but this book has high quality.

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