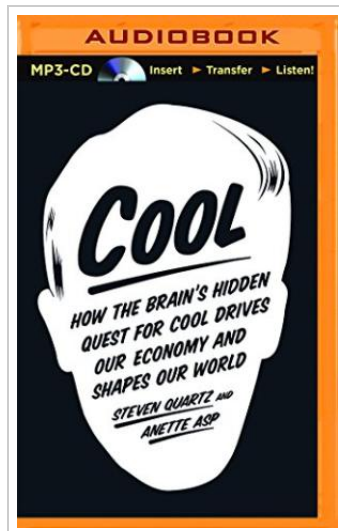




Cool: How the Brain's Hidden Quest for Cool Drives Our Economy and Shapes Our World

By Steven Quartz, Anette Asp

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. A bold argument that our quest for cool shapes modern culture and the global economy. Like it or not, we live in an age of conspicuous consumption. In a world of brand names, many of us judge ourselves and others by the products we own. Teenagers broadcast their brand allegiances over social media. Tourists flock to Rodeo Drive to have their pictures taken in front of luxury stores. Soccer moms switch from minivans to SUVs to hybrids while hip beer connoisseurs flaunt their knack for distinguishing a Kolsch from a pilsner. How did this pervasive desire for cool emerge, and why is it so powerful today that it is a prime driver of the global economy? In *Cool*, the neuroscientist and philosopher Steven Quartz and the political scientist Anette Asp bring together the latest findings in brain science, economics, and evolutionary biology to form a provocative theory of consumerism, revealing how the brain's social calculator and an instinct to rebel are the crucial missing links in understanding the motivations behind our spending habits. Applying their theory to everything...



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