

The Consuming Instinct What Juicy Burgers Ferraris Pornography And Gift Giving Reveal About Human Nature Gad Saad

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The answer to these intriguing questions is the consuming instinct the underlying evolutionary basis for most of our consumer behaviour. The Consuming Instinct is a highly informative and entertaining book that explores the vibrant new field of evolutionary consumption, which examines the relevance of our biological heritage to our daily lives as consumers.

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"The Consuming Instinct" is about the application of evolutionary psychology to consumer behavior. The basic idea is that natural selection and sexual selection in ancestral environments have determined the wiring of the modern human brain and vestiges of those primal influences drive human tendencies in consumption.

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The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature Gad Saad. Prometheus, \$25 (340p) ISBN 978-1-61614-429-6

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The consuming instinct, then, can be studied under the lens of evolutionary psychology (EP), which is a theoretical framework that proposes that the human mind evolved by the same Darwinian forces that shaped all animals. The human brain is simply another product of the dual evolutionary processes called natural selection and sexual selection.

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charm, and crystal clarity, Saad lays bare the evolutionary underpinnings of consumerism."

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The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography and Gift Giving Reveal About Human Nature Gad Saad, Ph.D. I offer a synopsis of my work in the evolutionary consumption area. This will be achieved by discussing key tenets from my books (The Consuming Instinct and The Evolutionary Bases of Consumption) including that: (1) many ...

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