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Subliminal: Cómo tu inconsciente gobierna tu comportamiento (Spanish Edition)

Leonard Mlodinow

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Subliminal: Cómo tu inconsciente gobierna tu comportamiento (Spanish Edition) Leonard Mlodinow Leonard Mlodinow, autor de obras tan conocidas como El andar del borracho y coautor con Stephen Hawking de Brevísima historia del tiempo y El gran diseño, nos ofrece un examen sorprendente y revelador de cómo las formas mentales inconscientes modelan nuestra experiencia del mundo y cómo, por ejemplo, muchas veces percibimos erróneamente nuestras relaciones con la familia, amigos y colegas de trabajo, decidimos mal nuestras inversiones u olvidamos eventos importantes.

Nuestra preferencia por determinados políticos, la propina que dejamos en el restaurante… todos los juicios que hacemos o las percepciones que tenemos reflejan el funcionamiento de nuestra mente en dos niveles: el consciente, que conocemos bien, y el inconsciente, que permanece oculto. Este último ha sido durante mucho tiempo tema de especulación, pero en las últimas dos décadas los investigadores han desarrollado nuevas herramientas para sondear los aspectos ocultos, o subliminales, de la mente. El resultado de esta investigación es una nueva ciencia de lo inconsciente y un cambio radical en nuestra comprensión de cómo la mente subconsciente afecta a la forma en que vivimos.

Utilizando el ingenio y las explicaciones lúcidas y accesibles sobre los temas científicos más oscuros que caracterizan sus libros, Leonard Mlodinow nos lleva en un recorrido por esta nueva vía de investigación que trata de desentrañar las complejidades del ser subliminal y aumenta nuestra comprensión de cómo funciona la mente humana y la forma en que interactuamos con los amigos , vecinos, parejas o compañeros de trabajo, en un proceso que cambiará nuestra visión de nosotros mismos y el mundo que nos rodea.

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