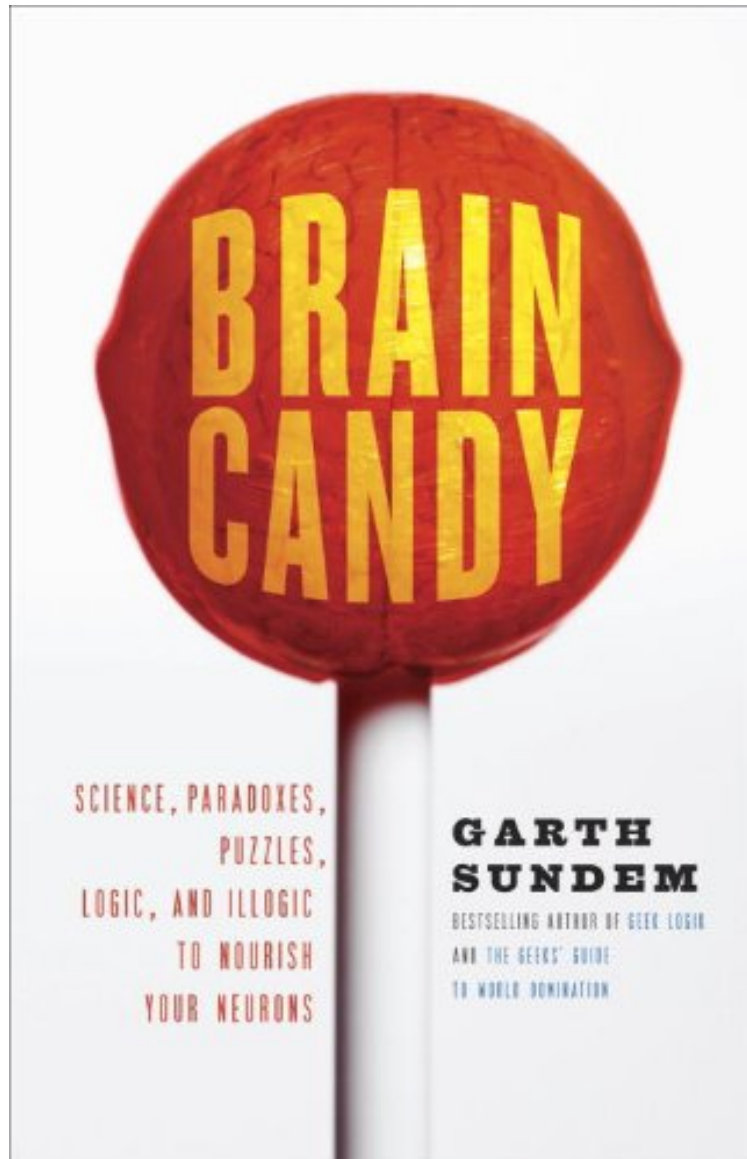


[Download] Brain Candy: Science, Paradoxes, Puzzles, Logic, and Illogic to Nourish Your Neurons

Brain Candy: Science, Paradoxes, Puzzles, Logic, and Illogic to Nourish Your Neurons

Garth Sundem

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condition and received quickly. I would order again. Thank you! 0 of 0 people found the following review helpful. It's not formatted properly but a good buy in paperback or hardcover format. By Mitchell Jordan As an ebook...it blows..It's not formatted properly but a good buy in paperback or hardcover format. 1 of 1 people found the following review helpful. An antidote for reality TV. By Ben Sundem writes from the intersection of cutting edge math, neuroscience, physiology, ethics, philosophy, and spirituality in a joyfully accessible manner. A wonderfully powerful tool wrapped in a sweet outer shell to help us 'break on through!'

Feed Your Brain Tastier than a twizzler yet more protein-packed than a spinach smoothie, Brain Candy is guaranteed to entertain your brain even as it reveals hundreds of secrets behind what's driving that electric noodle inside your skull. These delicious and nutritious pages are packed with bits of bite-sized goodness swiped from the bleeding edge of brain science (including the reason why reading these words is changing your hippocampus at this very moment!) Shelved alongside these succulent neurological nuggets are challenging puzzles and paradoxes, eye-opening perception tests and hacks, fiendish personality quizzes and genius testers, and a grab bag of recurring treats including Eye Hacks, Algebraic Eight Ball, iDread, Wild Kingdom, and Logic of Illogic. Should you look between these covers and inhale the deliciously cherry-flavored scents of knowledge within, you will grow your grey matter while discovering: Why you should be writing bad poetry The simple keys to brain training What trust smells like The origins of human morality Why expensive wine always tastes better The truth about brain sweat How your diet might be making you dumb The secrets of game theory Why economists hate psychology The mental benefits of coffee and cigarettes How to really spot a liar Why you can't make me eat pie The benefits of daydreaming Four simple secrets to persuasion Why your brain fizzes Logic allows you to read this How to brainwash friends and family The science of body language What pigeons know about art And much, much more.

From Publishers Weekly Sundem (Geek Logic) serves up irresistible snippets of edutainment' collected for their ability to tickle minds as well as impart knowledge. This assortment of the weird and wacky will keep readers busy not only due to the far-out facts themselves but also their unorthodox organization. There is no index; topics flow gently from start to finish, free from groupings or ties. Items listed in the table of contents are rarely longer than a page. Alert readers will begin to anticipate the idiosyncratic rhythm of the text and enjoy iterations on themes like Wild Kingdom, Zen Mind, Logic of Illogic, and Eye Hack and enjoy the clever cartoon illustrations that headline quotes from famous thinkers. Another theme runs through the book under the title of iDread,' with a cartoon Munch's screamer announcing the scientific names of often obscure phobias (Ephibiphobia: Fear of Teenagers). Icons and images are a key part of the text, used not only as signposts but to convey information in an active way. Throughout, Sundem addresses important yet quirky topics like subliminal advertising, self affirmations, and daydreams. There is nothing a curious brain enjoys more than studying itself. Delicious. Illustrations. (Aug.) (c) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author GARTH SUNDEM is the bestselling author of Geeks Guide to World Domination and Geek Logik. He and his wife live in California with their two kids and a large Labrador.