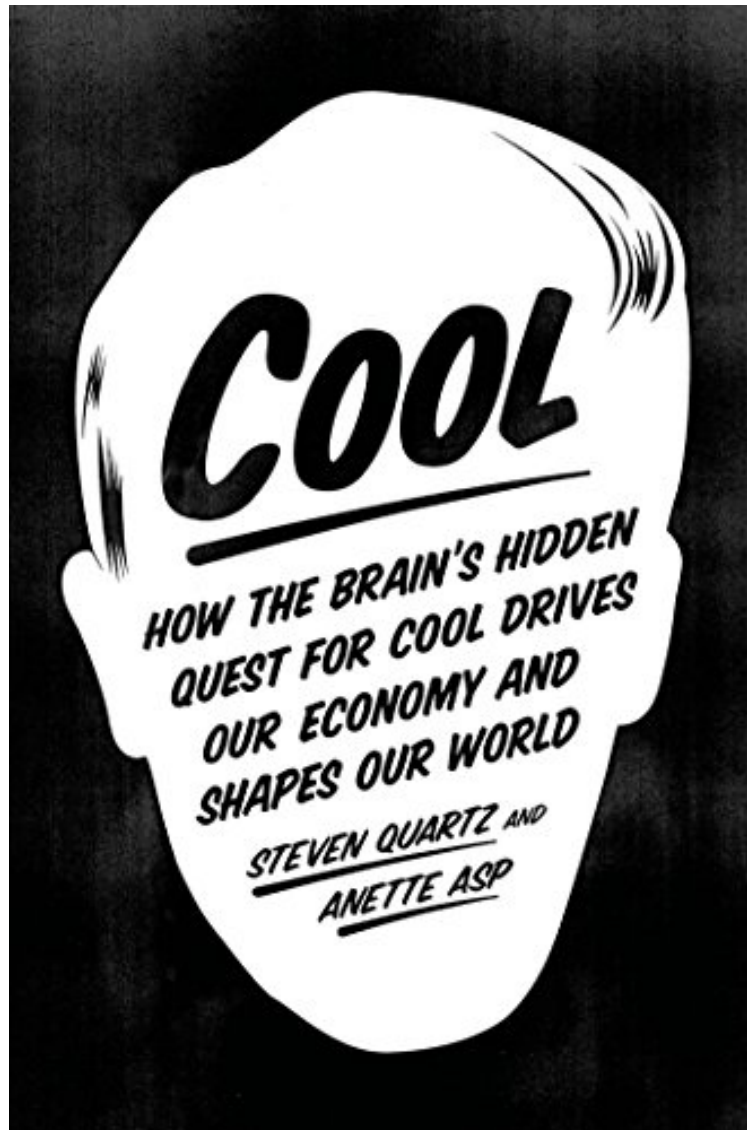


(Pdf free) Cool: How the Brain's Hidden Quest for Cool Drives Our Economy and Shapes Our World

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

*Steven Quartz, Anette Asp*

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**Steven Quartz, Anette Asp : Cool: How the Brain's Hidden Quest for Cool Drives Our Economy and Shapes Our World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cool: How the Brain's Hidden Quest for Cool Drives Our Economy and Shapes Our World:

5 of 5 people found the following review helpful. Fascinating Premise backed by neuroscience By Johannes "Consumerism could save the world" - a fascinating premise by the authors. I would have never accepted this premise without significant neuroscience and research to back it up. The authors did this and more convincing me to

open my mind and consider the idea. With solid scientific evidence, I enjoyed learning how the brain physically evaluates cool and the various phases of cool over the generations. Good read and worth your time. 0 of 0 people found the following review helpful. useful deep insights By D. Morgan Much cooler book that I thought it would be. Well researched, well documented, useful deep insights. Valuable for marketing insight, understanding current culture and trends, etc. 0 of 0 people found the following review helpful. Five Stars By DeepThinker Contains fascinating insights into human behavior that explains much of the irrational behavior we see around us.

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 Kouml;sch 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 from grocery shopping to the near-religious devotion of Harley-Davidson fans, Quartz and Asp explore how the brain's ancient decision-making machinery guides consumer choice. Using these revolutionary insights, they show how we use products to advertise ourselves to others in an often unconscious pursuit of social esteem. Surprising at every turn, *Cool* will change the way you think about money, status, desire, and choice.

ldquo;A refreshing new analysis of conspicuous consumption . . . Essential for all psychology collections.rdquo; Dale Farris, *Library Journal* (starred review)ldquo;This engrossing history merges evolutionary biology and economics to explain our spending habits.rdquo; *Mental Floss*ldquo;Cool is as important as it is elusive. People want to find it and brands want to be it, but what is it and why do we all care so much? *Cool* probes the far reaches of our brain to answer these questions, shining a light on the essence of cool and the fundamental motivations that make us all human.rdquo; Jonah Berger, Associate Professor of Marketing, Wharton School, University of Pennsylvania, and bestselling author of *Contagious*ldquo;Both a sweeping history and a scientific exploration, *Cool* charts the evolution of an ineffable concept that, whether or not we realize it, influences our decision making every day. Reading this book can't make you cool, but it can give you the tools to figure out why cool matters.rdquo; Richard Florida, Director of the Martin Prosperity Institute, University of Toronto, and author of *The Rise of the Creative Class*ldquo;Steven Quartz and Anette Asp expose a mystery that plagues us all--spending--and do so by uncovering the biological roots that guide our desire for status while following ancient rules that kept our evolutionary forebears alive. They remind us that forces that drive our modern habits were put in place long before there was anything modern. *Cool* is a delightful book that will inspire discussion.rdquo; Read Montague, Director, Human Neuroimaging Laboratory, Virginia Tech Carilion Research Institute, and author of *Your Brain Is (Almost) Perfect*ldquo;An ambitious work that explores well-worn theories in detail before throwing them out, this book rejects the common idea that the world is degenerating into morally suspect, puerile, corporate-manipulated consumption. In its place, the authors propose that inner moral values and external social ones are in fact very much aligned, and that our basic drive to signal social status makes the world a better place. Trendsetters rejoice: Quartz and Asp have got your back.rdquo; *Publishers Weekly*ldquo;A counterintuitive analysis suggesting that consumers instinctively know more about the value of the signals they are sending than their critics do . . . The authors put a lively spin on an age-old argument.rdquo; *Kirkus*ldquo;Intriguing.rdquo; Robert Collison, *The Toronto Star*About the Author Steven Quartz is a professor of philosophy and cognitive science and the director of the Social Cognitive Neuroscience Laboratory at the California Institute of Technology. He is the coauthor of *Liars, Lovers, and Heroes* and lives in Malibu, California. Anette Asp is a political scientist, public relations and communications professional, and pioneer in the field of neuromarketing. She is a former project manager at the Social Cognitive Neuroscience Laboratory at the California Institute of Technology and is currently the communications manager of a leading telecommunications company. She lives in Stockholm, Sweden.