



# Subliminal: How Your Unconscious Mind Rules Your Behavior

By Leonard Mlodinow



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Leonard Mlodinow, the best-selling author of *The Drunkard's Walk* and coauthor of *The Grand Design* (with Stephen Hawking), gives us a startling and eye-opening examination of how the unconscious mind shapes our experience of the world and how, for instance, we often misperceive our relationships with family, friends, and business associates, misunderstand the reasons for our investment decisions, and misremember important events.

Your preference in politicians, the amount you tip your waiter—all judgments and perceptions reflect the workings of our mind on two levels: the conscious, of which we are aware, and the unconscious, which is hidden from us. The latter has long been the subject of speculation, but over the past two decades researchers have developed remarkable new tools for probing the hidden, or subliminal, workings of the mind. The result of this explosion of research is a new science of the unconscious and a sea change in our understanding of how the subliminal mind affects the way we live.

Employing his trademark wit and lucid, accessible explanations of the most obscure scientific subjects, Leonard Mlodinow takes us on a tour of this research, unraveling the complexities of the subliminal self and increasing our understanding of how the human mind works and how we interact with friends, strangers, spouses, and coworkers. In the process he changes our view of ourselves and the world around us.

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