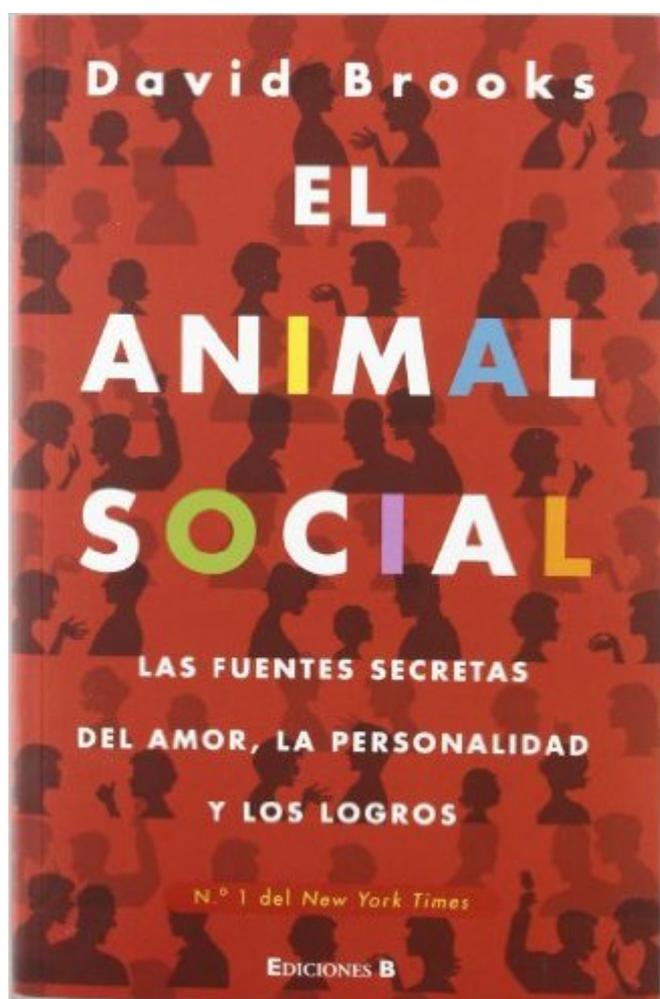


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El Animal Social (Spanish Edition)



Synopsis

La idea principal del autor es que la mente tiene dos niveles, uno inconsciente y otro consciente, y que el primero es mucho más importante que el segundo en la determinación de lo que hacemos. Es decir, que en la toma de decisiones, más que la razón, entran a formar parte del juego los contenidos de la mente inconsciente, como son las emociones, las intuiciones, los prejuicios, los anhelos, las predisposiciones genéticas, los rasgos del carácter y las normas sociales, a lo que más tarde se añaden las sensaciones, las percepciones, los impulsos y las necesidades. La razón, como vemos, queda relegada a un porcentaje minúsculo. / David Brooks, the New York Times columnist and bestselling author of *Bobos in Paradise*, has long explored and explained the way we live. With intellectual curiosity and emotional wisdom that make his columns the most read in the nation, Brooks turns to the building blocks of human flourishing in a multilayered, profoundly illuminating work grounded in everyday life.

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