



The Moral Molecule: How Trust Works

By Zak, Paul J.

Plume. 1 Paperback(s), 2012. soft. Book Condition: New. The founding director of Claremont Graduate University's Center for Neuroeconomics Studies as well as a blogger for Psychology Today and the host of a hugely successful TED talk, Paul Zak earned the nickname the "vampire economist" for his proclivity for taking blood samples, seeking a master switch for human behavior. By studying thousands of samples, Zak has found such a switch in the brain chemical oxytocin; when "on," it makes people loving and generous; "off," and they revert to violence and greed. Here he fully explores the role of oxytocin in human experiences and behaviors. "Empathy, cooperation, trusting, heroism, stinginess, skepticism, anger, tough mindedness: Paul Zak unpacks these and other deeply human feelings with his pioneering research into brain chemistry . exposing the dignity (and treachery) within our common human nature. You will never think about lobsters, gossip, 'butt slapping' footballers, middle management or the recent housing bubble fiasco the same way again. It's a 'must know' and a great read."Helen Fisher"An ancient mammalian molecule prods us to bond with others. Paul Zak offers a most engaging account of this important discovery, bound to overthrow traditional thinking about human behavior, including economics and..."

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