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# The Consuming Instinct What Juicy Burgers Ferraris Ography And Gift Giving Reveal About Human Nature Gad Saad

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"The Consuming Instinct" is about the application of evolutionary psychology to consumer behavior. The basic idea is that natural selection and sexual selection in ancestral environments have determined the wiring of the modern human brain and vestiges of those primal influences drive human tendencies in consumption.

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Pornography, and Gift Giving Reveal about Human Nature Author: Gad Saad Publisher: Prometheus Publication date: 2011 Reasons not Rationalisations Ask consumers the reasons why they buy the stuff they buy, and you'll probably get rationalisations, not reasons. Rationalisations are the "justifications" we make to ourselves " and to ...

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The Consuming Instinct: What Juicy Burgers, Ferraris ...

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The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography and Gift Giving Reveal About Human Nature Gad Saad, Ph.D. I offer a synopsis of my work in the evolutionary consumption area. This will be achieved by discussing key tenets from my books (The

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