



The Neuro Revolution: How Brain Science Is Changing Our World

Zack Lynch, Byron Laursen

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Neurotechnology---brain imaging and other new tools for both understanding and influencing our brains---is accelerating the pace of change almost everywhere, from financial markets to law enforcement to politics to advertising and marketing, artistic expression, warfare, and even religious belief. *The Neuro Revolution* introduces you to the brilliant people leading this worldwide transformation for a unique insider's glimpse into the startling future now appearing at our doorstep. From foolproof lie detectors to sure-fire investment strategies to super-enhanced religious and aesthetic experiences, the insights and revelations within *The Neuro Revolution* will foster wonder, debate, and in some cases consternation. Above all, though, they need to be understood by those who will be most affected---all of us.



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