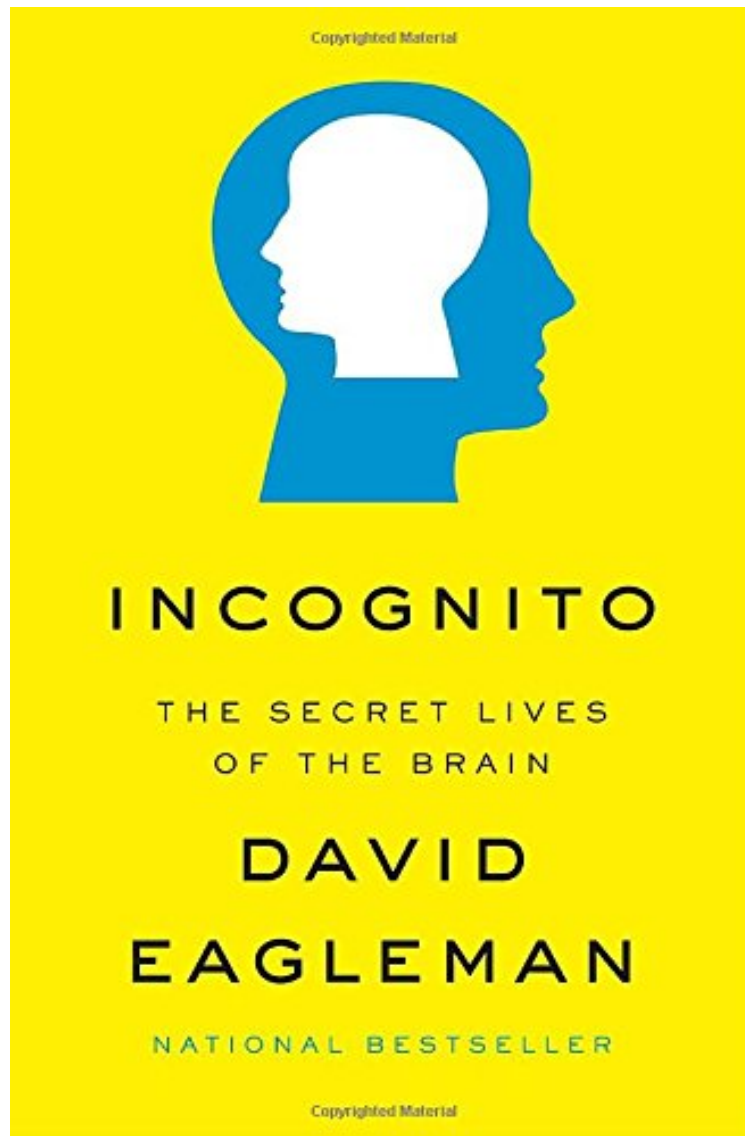


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## Incognito: The Secret Lives of the Brain

*David Eagleman*

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If the conscious mindthe part you consider to be youis just the tip of the iceberg, what is the rest doing? In this sparkling and provocative new book, the renowned neuroscientist David Eagleman navigates the depths of the

subconscious brain to illuminate surprising mysteries: Why can your foot move halfway to the brake pedal before you become consciously aware of danger ahead? Why do you hear your name being mentioned in a conversation that you didn't think you were listening to? What do Ulysses and the credit crunch have in common? Why did Thomas Edison electrocute an elephant in 1916? Why are people whose names begin with J more likely to marry other people whose names begin with J? Why is it so difficult to keep a secret? And how is it possible to get angry at yourself who, exactly, is mad at whom? Taking in brain damage, plane spotting, dating, drugs, beauty, infidelity, synesthesia, criminal law, artificial intelligence, and visual illusions, *Incognito* is a thrilling subsurface exploration of the mind and all its contradictions.