



Virus of the Mind: the New Science of the Meme (Paperback)

By Richard Brodie

Hay House Inc, United States, 2011. Paperback. Condition: New. Reissue. Language: English . Brand New Book. If you've ever wondered how and why people become robotically enslaved by advertising, religion or cults, this is the book for you. It's all because of mind viruses, or memes, and those who understand how to plant them into other's minds. Virus of the Mind is the first truly accessible book devoted to the science of memetics, a controversial new field that transcends psychology, biology, anthropology, and cognitive science. Memetics is the science of memes, the invisible but very real DNA of human society. Richard Brodie builds on the work of scientists Richard Dawkins, Douglas Hofstadter, Daniel Dennett and others who have become fascinated with memes and their potential impact on our lives. But Richard goes beyond science and dives into the meat of the issue: is the emergence of this new science going to have an impact on our lives like the emergence of atomic physics did in the Cold War? He would say the impact will be at least as great. While atomic bombs affect everybody's life, viruses of the mind touch lives in a more personal and...



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