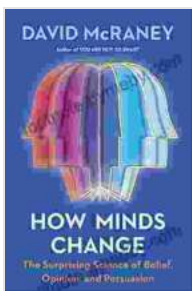


Unravel the Secrets of Belief, Opinion, and Persuasion: A Journey into the Surprising Science

Beliefs, opinions, and persuasion are powerful forces that shape our thoughts, actions, and relationships. But what are they, exactly? And how do they work?

In his groundbreaking book, *The Surprising Science of Belief, Opinion, and Persuasion*, Michael Shermer, the Founding Publisher of *Skeptic* magazine, explores the latest scientific research to answer these questions and more.



How Minds Change: The Surprising Science of Belief, Opinion, and Persuasion by David McRaney

★★★★☆ 4.2 out of 5

Language : English

File size : 7119 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Print length : 352 pages



Shermer argues that beliefs are not simply the things we hold to be true. They are also the things we want to be true. And this desire to believe can lead us to accept even the most outlandish claims, as long as they confirm our existing beliefs.

Opinions, on the other hand, are more complex. They are not simply beliefs that we hold with less certainty. They are also influenced by our emotions, our values, and our experiences. This means that opinions can be very difficult to change, even when we are presented with evidence that contradicts them.

Persuasion is the process of changing someone's beliefs or opinions. It can be a powerful tool for good, but it can also be used for evil. Shermer provides a detailed overview of the different techniques of persuasion, and he offers tips on how to resist being persuaded by deceptive or manipulative tactics.

The Surprising Science of Belief, Opinion, and Persuasion is a fascinating and informative book that will change the way you think about your own beliefs and opinions. It is a must-read for anyone who wants to understand the power of persuasion and how to use it for good.

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About the Author

Michael Shermer is the Founding Publisher of Skeptic magazine and the Executive Director of The Skeptics Society. He is a regular columnist for Scientific American and a frequent guest on television and radio programs. He is the author of several books, including Why People Believe Weird Things and The Science of Good and Evil.

Reviews

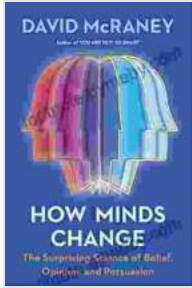
"Shermer's book is a fascinating and informative exploration of the science of belief, opinion, and persuasion. It is a must-read for anyone who wants to understand the power of persuasion and how to use it for good." - Steven Pinker, author of The Blank Slate

"Shermer's book is a timely and important contribution to the understanding of belief, opinion, and persuasion. It is a must-read for anyone who wants to be more informed about these topics." - Richard Dawkins, author of The God Delusion

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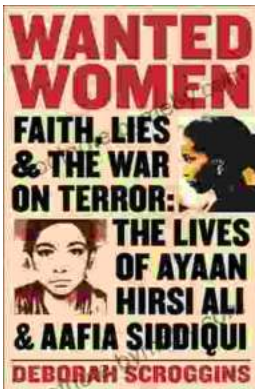
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