



Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change

George Marshall

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Most of us recognize that climate change is real, and yet we do nothing to stop it. What is this psychological mechanism that allows us to know something is true but act as if it is not? George Marshall's search for the answers brings him face to face with Nobel Prize-winning psychologists and the activists of the Texas Tea Party; the world's leading climate scientists and the people who denounce them; liberal environmentalists and conservative evangelicals. What he discovered is that our values, assumptions, and prejudices can take on lives of their own, gaining authority as they are shared, dividing people in their wake.

With engaging stories and drawing on years of his own research, Marshall argues that the answers do not lie in the things that make us different and drive us apart, but rather in what we all share: how our human brains are wired—our evolutionary origins, our perceptions of threats, our cognitive blindspots, our love of storytelling, our fear of death, and our deepest instincts to defend our family and tribe. Once we understand what excites, threatens, and motivates us, we can rethink and reimagine climate change, for it is not an impossible problem. Rather, it is one we can halt if we can make it our common purpose and common ground. Silence and inaction are the most persuasive of narratives, so we need to change the story.

In the end, *Don't Even Think About It* is both about climate change and about the qualities that make us human and how we can grow as we deal with the greatest challenge we have ever faced.

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The actual book Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change will bring you to the new experience of reading a book. The author style to clarify the idea is very unique. Should you try to find new book you just read, this book very ideal to you. The book Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change is much recommended to you to study. You can also get the e-book from the official web site, so you can more readily to read the book.

Eric Vegas:

The book Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change has a lot of information on it. So when you make sure to read this book you can get a lot of gain. The book was written by the very famous author. The writer makes some research just before write this book. That book very easy to read you can obtain the point easily after reading this book.

Katrina Scofield:

Precisely why? Because this Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change is an unordinary book that the inside of the guide waiting for you to snap that but latter it will zap you with the secret it inside. Reading this book adjacent to it was fantastic author who write the book in such awesome way makes the content inside of easier to understand, entertaining means but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of rewards than the other book get such as help improving your proficiency and your critical thinking approach. So , still want to hesitate having that book? If I ended up you I will go to the publication store hurriedly.

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