



# **The Mind Within the Brain: How We Make Decisions and How Those Decisions Go Wrong**

*A. David Redish*

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In *The Mind within the Brain*, David Redish brings together cutting edge research in psychology, robotics, economics, neuroscience, and the new fields of neuroeconomics and computational psychiatry, to offer a unified theory of human decision-making. Most importantly, Redish shows how vulnerabilities, or "failure-modes," in the decision-making system can lead to serious dysfunctions, such as irrational behavior, addictions, problem gambling, and PTSD.

Told with verve and humor in an easily readable style, Redish makes these difficult concepts understandable. Ranging widely from the surprising roles of emotion, habit, and narrative in decision-making, to the larger philosophical questions of how mind and brain are related, what makes us human, the nature of morality, free will, and the conundrum of robotics and consciousness, *The Mind within the Brain* offers fresh insight into one of the most complex aspects of human behavior.

## The Mind Within the Brain: How We Make Decisions and How Those Decisions Go Wrong Details

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# **From Reader Review The Mind Within the Brain: How We Make Decisions and How Those Decisions Go Wrong for online ebook**

**Terrence says**

**Great discussion by leading researcher**

This book is a clear and concise discussion of what we currently know about brain processes involved in decision making. The text is clearly written and not too technical.

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**Logan Hughes says**

I'm about 30% into this and so far my impression is: this book covers the same ground as books like Predictably Irrational: The Hidden Forces That Shape Our Decisions and How We Decide, but it's much, much less engagingly written.

The problem with this book is that it's aimed at a lay audience--it assumes no prior knowledge, summarizes basic concepts and well-known experiments that psychologists, students, and anyone with an interest in this sort of stuff is most likely already aware of--but the writing is so clunky and dry. It's very much of the "I'll tell you what I'm going to tell you, I'll tell you, and then I'll tell you what I told you" school of hammering concepts into students' heads. No layman with a library card is going to stick with it when there are so many fun, stylish, memorable books out there on these topics. And I KNOW that Redish knows about them, because they are IN THE ENDNOTES.

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**Ryann Tansey says**

I had to read this for my fourth year university seminar on the cognitive neuroscience of decision making. I was a little apprehensive at first that our main text would be a non-academic work, but I found that it was an extremely informative book, with lots of well-articulated scientific information that would be accessible to the layperson while challenging enough for those better versed in the field. Redish maintains a very professional tone, but I appreciated the interesting footnotes and pop culture references that he peppered throughout the text, as it made the readings much less dry. I would recommend it to anyone who is interested in psychology or neuroscience. The only gripe I really had was that the font was excruciatingly small, but that doesn't really speak to the quality of the work, anyways.

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**Raphi says**

This book took me a few months to grasp all of the wonderful neuroscience but I just finished! It took me on a great journey and answered a lot of questions about our decision making from an instinctive point of view and how we can make better decisions by slowing down our consciousness. A quote I like is "Conscious decision to act occurs when we recognize the decision to act." There are many other great facts in this book and it's organized in such a way that anyone can understand it. It continuously reiterates previous chapters but

in an assuring way, not an annoying way. If interesting in neuroscience and our cognitive process (and a lot of movie references) this book is for you.

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**Vincent Anton says**

A little complex but really interesting, did take time to read it.

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