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How We Decide
Jonah Lehrer

Jonah Lehrer is editor at large for Seed magazine and the author of Proust Was a Neuroscientist (2007) and How We Decide (February 2009). A graduate of Columbia University and a Rhodes Scholar, Lehrer has worked in the lab of Nobel Prize winning neuroscientist Eric Kandel and has written for the New Yorker, Wired, Boston Globe, Washington Post, and Nature, and writes a highly regarded blog, The Frontal Cortex.

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How We Decide, is a 2009 book by journalist Jonah

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Lehrer, that provides biological explanations of how people make decisions and offers suggestions for making better decisions. It is published as *The Decisive Moment: How the Brain Makes Up Its Mind* in the United Kingdom. On March 1, 2013, following revelations that Lehrer has been caught in numerous falsifications in his oeuvre of writings, Houghton Mifflin Harcourt announced the book was taken "off sale" after an internal review.

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Jonah Richard Lehrer is an American author and blogger. Lehrer studied neuroscience at Columbia University and was a Rhodes Scholar. Thereafter, he built a media career that integrated science and humanities content to address broad aspects of

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human behaviour. Between 2007 and 2012 Lehrer published three non-fiction books that became best-sellers, and also wrote regularly for The New Yorker and Wired.com. Starting in 2012, Lehrer was discovered to have routinely recycled his earlier work, plagia

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Jonah Lehrer's book "How we Decide" is a very readable book filled with the science behind how we make decisions. I found the book fascinating in the scientific knowledge that has been gained using MRI as people are put through a variety of studies. Mr. Lehrer has a gift in distilling the results of scientific studies to their essence and then ...

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