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The Consuming Instinct What Juicy

"Juicy burgers, Ferraris, pornography, and gift giving are the stuff of human nature. Evolutionary psychologist Gad Saad tells us just how and why, and much more, in *The Consuming Instinct*. With wit, charm, and crystal clarity, Saad lays bare the evolutionary underpinnings of consumerism."

The Consuming Instinct: What Juicy Burgers, Ferraris ...

"*The Consuming Instinct*" is about the application of evolutionary psychology to consumer behavior. The basic idea is that natural selection and sexual

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We have a "consuming instinct," often motivated by one of the "key Darwinian meta-drives: survival, mating, kin or reciprocity." For example, McDonald's popularity can be understood as an innate preference for fatty, salty, high-caloric food, an adaptation designed to help the species subsist during times of food scarcity.

The Consuming Instinct: What Juicy Burgers, Ferraris ...

The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature. In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption

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illuminates the relevance of our biological heritage to our daily lives as consumers.

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The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal about Human Nature
Author: Gad Saad Publisher: Prometheus

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Publication date: 2011
Reasons not Rationalisations Ask consumers the reasons why they buy the stuff they buy, and you'll probably get rationalisations, not reasons. Rationalisations are the 'justifications' we make to ourselves - and to ...

The Consuming Instinct [Speed Summary] - Brand Genetics

The Consuming Instinct is a highly informative and entertaining book that explores the vibrant new field of evolutionary consumption, which examines the relevance of our biological heritage to our daily lives as consumers. While culture is important, this book demonstrates how innate evolutionary forces deeply influence the foods we eat, the ...

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Amherst, NY: Prometheus Books. Book
review; Selected Journal articles "Sex
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Evolutionary Psychology Perspective".
Journal of Bioeconomics. (2001).

Gad Saad - Wikipedia

Professor Saad's trade book, *The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature* (Prometheus Books), was released in June 2011.

Gad Saad Ph.D. | Psychology Today

consuming you if you let it, eventually, leaves you emotionally drained.
Mother's Thighs - Incest/Taboo -
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The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal about Human Nature. By Gad Saad. Prometheus Books, 374pp, £21.95. ISBN 9781616144296. Published 21 June 2011.

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Saad is an evolutionary behavioral scientist at Concordia University and author of the book The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal about Human ...

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