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Brain's Politics: How Campaigns Are Framed
and Why *The Political Brain*

After telling us that emotion, not reason, is the key to winning in politics he then proceeds to rationalise about the neuroscience behind campaigns. The Political Mind by George Lakoff tells us much the same in a more approachable manner.

The Political Brain The Role Of Emotion In Deciding The ...

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The Political Brain. is the classic text on the role of emotion in determining the political life of the nation. In this substantially updated edition, Drew Westen, professor of psychology and psychiatry at Emory University, shows why in politics, when reason and emotion collide, emotion invariably wins. Elections are decided in the marketplace of emotions, a marketplace filled with values ...

Political Brain: Amazon.co.uk: Drew Westen: 9781610396509 ...

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investigation into the role of emotion in determining the political life of the nation.

The Political Brain: The Role of Emotion in Deciding the ...

According to Drew Westen in *The Political Brain: The Fate of the Nation*, the political brain is an emotional one. As David Hume pointed out many years ago, reason is a slave of the passions. Again, according to Westen, this is as true for intellectuals as it is for the less educated. Although intellectuals may be better at arguing their case, their brains emerged from the same evolutionary ...

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The Political Brain is intended to help progressives communicate in stories and connect with emotions.

The Political Brain by Drew Westen -- Book
Page 8/15

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Review

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The Political Brain is a groundbreaking investigation into the role of emotion in determining the political life of the nation. For two decades Drew Westen, professor of psychology and psychiatry at Emory University, has explored a theory of the mind that differs substantially from the more "dispassionate" notions held by most cognitive psychologists, political scientists, and economists ...

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The Political Brain by Drew Westen / Waterstones

The Political Brain is about how voters' political choices are shaped by their emotions. Emotions are not tangential to our lives, they are the foundation of language and rational thought. First a feeling then a word. Emotions, conscious and unconscious, bind individuals into groups and society.

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