



# **The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature**

*Gad Saad*

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## **The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature** Gad Saad

In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our biological heritage to our daily lives as consumers. While culture is important, the author shows that innate evolutionary forces deeply influence the foods we eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and even the cultural products that stimulate our imaginations (such as art, music, and religion).

The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives—namely, survival (we prefer foods high in calories); reproduction (we use products as sexual signals); kin selection (we naturally exchange gifts with family members); and reciprocal altruism (we enjoy offering gifts to close friends). The author further highlights the analogous behaviors that exist between human consumers and a wide range of animals.

For anyone interested in the biological basis of human behavior or simply in what makes consumers tick—marketing professionals, advertisers, psychology mavens, and consumers themselves—this is a fascinating read.

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Why? Because this The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will jolt you with the secret it inside. Reading this book close to it was fantastic author who have write the book in such remarkable way makes the content interior easier to understand, entertaining way but still convey the meaning totally. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This phenomenal book will give you a lot of benefits than the other book have such as help improving your skill and your critical thinking technique. So , still want to hold off having that book? If I had been you I will go to the book store hurriedly.

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