



The Neuro Revolution: How Brain Science Is Changing Our World

Zack Lynch, Byron Laursen

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History has already progressed through an agricultural revolution, an industrial revolution, and an information revolution. *The Neuro Revolution* foretells a fast approaching fourth epoch, one that will radically transform how we all work, live, and play.

Neurotechnology - brain imaging and other new tools for both understanding and influencing our brains - is accelerating the pace of change almost everywhere, from financial markets to law enforcement to politics to advertising and marketing, artistic expression, warfare, and even religious belief.

The Neuro Revolution introduces you to the brilliant people leading this worldwide transformation, taking you into their laboratories, boardrooms, and courtrooms for a unique, insider's glimpse into the startling future now appearing at our doorstep.

From foolproof lie detectors to sure-fire investment strategies to super-enhanced religious and aesthetic experiences, the insights and revelations within *The Neuro Revolution* will foster wonder, debate, and in some cases consternation. Above all, though, they need to be understood by those who will be most affected - all of us.



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