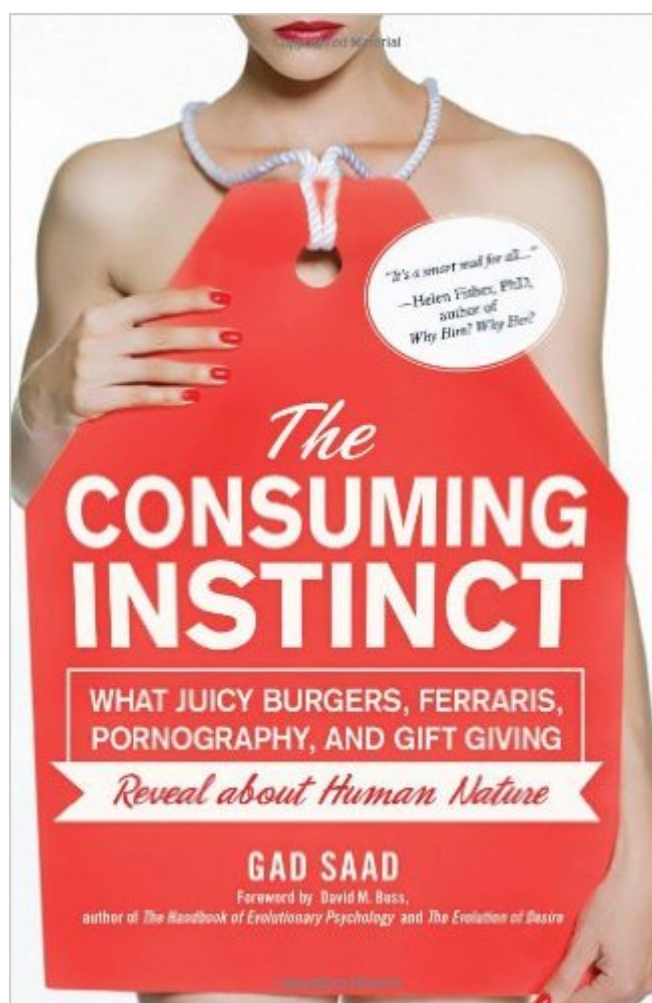


The book was found

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



Synopsis

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.

Book Information

Hardcover: 374 pages

Publisher: Prometheus Books; First Edition edition (June 21, 2011)

Language: English

ISBN-10: 1616144297

ISBN-13: 978-1616144296

Product Dimensions: 6.3 x 1.1 x 9.3 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (41 customer reviews)

Best Sellers Rank: #356,446 in Books (See Top 100 in Books) #108 in [Books > Medical Books > Psychology > Physiological Aspects](#) #150 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Physiological Aspects](#) #367 in [Books > Medical Books > Psychology > Applied Psychology](#)

Customer Reviews

The aphorist, Aaron Haspel, once wrote: “Once you see human interaction as a contest to signal mating fitness, you never see it as anything else.” That’s both interesting and true, but for the purposes of this review, I’m going to need to paint with a broader brush: once you see all aspects of human existence as a product of evolution, you never see them as anything else.

Modern-day consumerism is no exception and it's the subject of Gad Saad's fantastic book *The Consuming Instinct*. Saad is a professor of marketing at Concordia University and writes a popular blog at Psychology Today called *Homo Consumericus*. Using various parts of evolutionary theory, Saad dissects modern-day consumer behavior with applaudable gusto. Parts of his analysis are sure to be offensive to some, which suggests to me that he's on to something. As a general rule of thumb, if some people are strongly offended by an idea, it's worth giving it special consideration. This is because many truths simply aren't all that pleasant. Many people respond to these types of books with knee-jerk reactions full of personal attacks and hatred because they confuse positive statements with normative ones. I would urge these people to consider that explaining how things are says nothing about how they ought to be. The subtitle of the book is *What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature*. Not surprisingly, they reveal quite a bit. These four items speak to the four Darwinian pursuits that underlie human existence: survival, reproduction, kin selection, and reciprocity.

[Download to continue reading...](#)

The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature
The Bob's Burgers Burger Book: Real Recipes for Joke Burgers
The Language Instinct: How the Mind Creates the Gift of Language
CORS in Action: Creating and consuming cross-origin APIs
A New Way to Win: How To Resolve Your Child Custody Dispute Without Giving Up, Giving In, or Going Broke
Basic Instinct Formula - How To Overcome Sexual Performance Anxiety And Have A Mind-Blowing Sex Life Just Like It Was Designed By Nature
Naming Nature: The Clash Between Instinct and Science
The Puzzle Instinct: The Meaning of Puzzles in Human Life
Natural Beauty for All Seasons: More Than 250 Simple Recipes and Gift-Giving Ideas for Year-Round Beauty
Kids Are Worth It! : Giving Your Child The Gift Of Inner Discipline
Bloodline of the Gods: Unravel the Mystery in the Human Blood Type to Reveal the Aliens Among Us
He Said Beer, She Said Wine: Impassioned Food Pairings to Debate and Enjoy: from Burgers to Brie and Beyond
Cookbooks for Fans: Pittsburgh Football Outdoor Cooking and Tailgating Recipes: Delicious Roethlis Burgers & Sandwiches ~ Sports and Outdoors Steeler Style ... ~ American Football Recipes Book 6)
Southern Love For Pizza, Burgers & Tacos: 175 Family Dinner Favorites! (Southern Cooking Recipes Book 36)
The Official Bob's Burgers Coloring Book
Sunne's Gift: How Sunne Overcame Bullying to Reclaim God's Gift
Gift Basket Design Book: Everything You Need To Know To Create Beautiful, Professional-Looking Gift Baskets For All Occasions
The Gratitude Journal: A Mother's Day Gift (Special Occasion Gift Edition)
Rand McNally 2017 Gift Road Atlas (Durable vinyl cover) (Rand McNally Road Atlas United States/ Canada/Mexico (Gift Edition))

Evolution and Human Behavior: Darwinian Perspectives on Human Nature, 2nd edition (A Bradford Book)

[Dmca](#)