

### The Neuro Revolution: How Brain Science Is Changing Our World

Zach Lynch, Byron Laursen

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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 superenhanced 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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