Vital Lies, Simple Truths The Psychology of Self-Deception

Daniel Goleman

Everything the mind perceives is sorted, filtered and censored by the unconscious before it reaches awareness, and as much as 99 percent is never even registered. Our blind spots block these perceptions and in so doing offer us a sense of security, but at a psychological cost. The mind actively shields itself from anxiety by twisting attention away from painful truths. Thus, in an effort to avoid anxiety, the unconscious censors information, whether it be perceptions of the moment or distant memories. The result of this filtering is a soothing self-deception which diminishes anxiety—but the price to be paid is a blunted experience of life.

Goleman draws upon a wide variety of evidence from brain function to social dynamics to reveal the ways in which we skew crucial aspects of our lives, of our most intimate relationships and of our common reality.

Simon & Schuster, 1985, 287 pages, 9½" x 6½", hardcover, \$17.95

Science News Book Order 1719 N Street, NW Washington, DC 20036	Service
Please send copy(ies) Simple Truths. I include a ch to Science News Book Orde \$17.95 plus \$1.00 handling for each copy. Domestic ord	neck payable or Service for (total \$18.95)
Name	
Address	
City	
State	Zip
	RB450

"The range of what we think and do is limited by what we fail to notice. And because we fail to notice that we fail to notice there is little we can do to change until we notice how failing to notice shapes our thoughts and deeds"

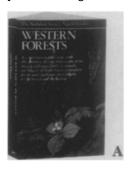
—R. D. Laing

AUDUBON SOCIETY NATURE GUIDES

A New Concept in Field Guides

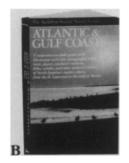
These seven books contain many of the features that have made their predecessors so popular: easy-to-use identification keys; clear and handsome pictures; range maps; thorough, nontechnical, descriptive text; and tough, flexible binding. In addition, each guide contains a specially written essay (running more than 40,000 words) on the natural history of the specific habitat, plus other information such as lists of wildlife refuges and parks containing outstanding examples of the habitat's flora and fauna.

Each guide contains 550-600 full-color photographs and range maps, plus black-and-white drawings, 51/8" x 81/2", 640 pages, flexible binding, 14.95 each.



Western Gorests by Stephen Whitney

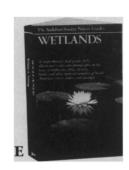
Atlantic and Gulf Coasts by William Amos and Stephen Amos



Grasslands by Lauren Brown

Pacific Coast
by Bayard and
Evelyn McConnaughey

Wetlands by William Niering



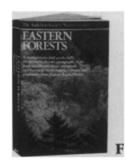
Science News Book Order Service

1719 N St., NW, Washington, DC 20036

Please send me all seven Guides. I enclose a check for \$94.00 payable to Science News Book Order Service to cover cost and handling of the set (A \$17.65 savings).

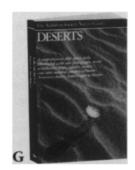
Please send me the books circled below. Enclosed is a check payable to Science News Book Order Service for \$14.95 per book plus \$1.00 each (\$15.95) to cover handling costs. Domestic orders only.

A	В	C	D	E	F	G
Name	e					
Addr	ess					
City_						
State			Zip_			



Eastern Forests by Ann and Myron Sutton

by James MacMahon





For Christmas, give your friends an overview of science—give them Science News

LAST CHANCE

Telephone today



Collect - Monday-Friday - 9-5



202-785-2271

Gift card mailed next day

This Christmas share STATE NWO with your friends. They will appreciate the opportunity to learn about new scientific developments and discoveries that can affect their lives, their jobs, their future. And in this day of changing social directions, they will especially appreciate the perspective STATE NWO gives to the issues involving science and society.

SIENT NEWS is the ideal gift for busy executives, professional people, scientists in search of an overview of all major fields of science, science teachers and students.

Why? Because it is planned for people on the go. It reports key developments clearly, accurately, concisely — in about

an hour's reading time a week. For someone with no more than an hour to spare, STANT NEWS is a reliable summary of important news. For the reader with more leisure, it is a guide to subjects worth pursuing in more detail in other scientific journals.

SPECIAL CHRISTMAS SAVINGS!

Your first gift subscription to **SEKE NEW** is \$29.50. Each additional one-year subscription is only \$25.00 — and you may include your own renewal or new subscription at this money-saving rate.