

The Weekly Newsmagazine of Science

SCIENCE NEWS

March 27, 1999
Vol. 155, No. 13
Pages 193-208

Dissecting a Star

See our Web site at www.sciencenewsbooks.org

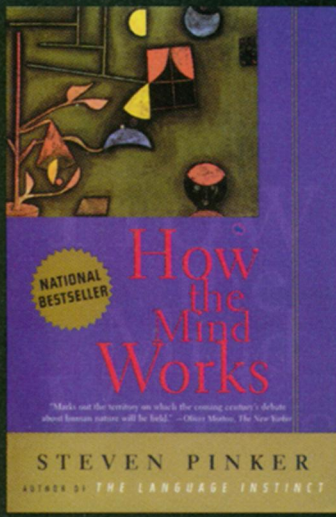
In this extraordinary book, Steven Pinker, one of the world's leading cognitive scientists, does for the rest of the mind what he did for language in this 1994 bestseller *The Language Instinct*. He explains what the mind is, how it evolved, and how it allows us to see, think, feel, laugh, interact, enjoy the arts, and ponder the mysteries of life—with wit, clarity, and verve.

Pinker explains the mind by “reverse-engineering” it—figuring out what natural selection designed it to accomplish in the environment in which we evolved. The mind, he writes, is a system of “organs of computation” that allowed our ancestors to understand and outsmart objects, animals, plants, and each other.

How the Mind Works explains many of the imponderables of everyday life. Why does a face look more attractive with makeup? How do “Magic-Eye” 3-D stereograms work? Why do men challenge each other to duels? Why are children bratty? Why do fools fall in love?

Pinker rehabilitates unfashionable ideas, such as the mind is a computer and human nature was shaped by natural selection. He also challenges fashionable ideas, such as passionate emotions are irrational, parents socialize their children, creativity springs from the unconscious, nature

**Now
available in
paperback!**



A service of Science News Books

is good and modern society corrupting, and art and religion are expressions of our higher spiritual yearnings.

How the Mind Works presents a big picture, but it is not a personal musing. It is a grand synthesis of the most satisfying explanations of our mental life that have been proposed in cognitive science and evolutionary biology, with insights from disciplines as disparate as neuroscience, economics, and social psychology. It is also fascinating, provocative, and thoroughly entertaining. —from W.W. Norton

Order by phone for faster service!
1-800-266-5766 Dept. 1494
Visa, MasterCard, or American Express

W.W. Norton, 1997, 660 pages, 6 1/2" x 9 1/4", paperback, \$17.00

BooksNow The Virtual Bookstore™

348 East 6400 South, Suite 220, Salt Lake City, UT 84107

Please send me _____ copy(ies) of *How the Mind Works*. I include a check payable to Books Now for \$17.00 plus \$4.95 postage and handling for the first book (total \$21.95). Add \$2.50 for postage and handling for each additional book.

Name _____

Address _____

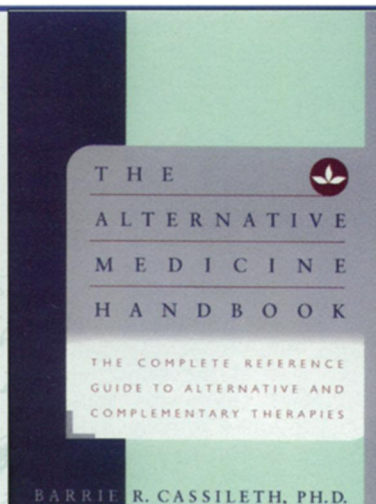
City _____ State _____ Zip _____

Daytime Phone _____
(used only for problems with order)

Now that many HMOs are including alternative therapies in their benefits and reports of herbal and other remedies are constantly in the news, people need an objective source of information and sound advice on alternative medicine. Barrie Cassileth shows readers how to evaluate more than 50 therapies, from Ayurveda to homeopathy to acupuncture. She discusses the origins of each therapy, the reasons practitioners say it works, the scientific evidence for its efficacy, and the places to go for treatment. As *THE NEW ENGLAND JOURNAL OF MEDICINE* comments, “Cassileth offers a balanced approach providing information on certain treatments that appear to be safe and of possible benefit, as well as caveats against the indiscriminate use of others.”

Barrie R. Cassileth was a founding member of the Advisory Council to the National Institutes of Health Office on Alternative Medicine and is a member of the complementary and alternative medicine committee of the American Cancer Society. She is currently affiliated with The Harvard School of Medicine.

—from W.W. Norton



W.W. Norton, 1998, 340 pages
7" x 9 1/4", paperback, \$19.95

Order by phone for
faster service!
1-800-266-5766
Dept. 1494
Visa, MasterCard, or American Express

See our Web site at
www.sciencenewsbooks.org

A SERVICE OF
SCIENCE NEWS BOOKS

BooksNow The Virtual Bookstore™

348 East 6400 South, Suite 220, Salt Lake City, UT 84107

Please send me _____ copy(ies) of *THE ALTERNATIVE MEDICINE HANDBOOK*. I include a check payable to Books Now for \$24.95 plus \$4.95 postage and handling for the first book (total \$29.90). Add \$2.50 for postage and handling for each additional book.

Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____
(used only for problems with order)