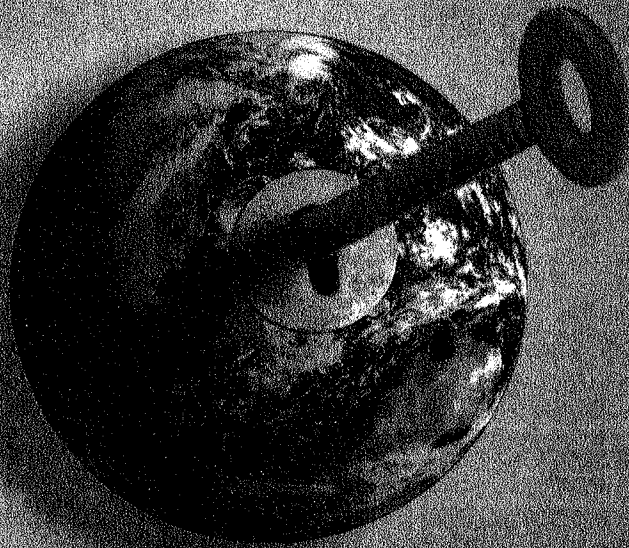


THE CULTURE CODE

AN INGENIOUS WAY TO UNDERSTAND WHY PEOPLE
AROUND THE WORLD LIVE AND BUY AS THEY DO

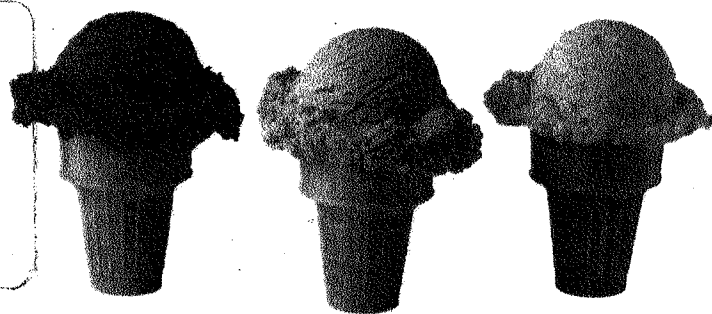


CLOTAIRE RAPAILLE

"Jonah Lehrer proves once again that he's a master storyteller and one of the best guides to the practical lessons from new neuroscience."

— CHRIS ANDERSON

How We Decide



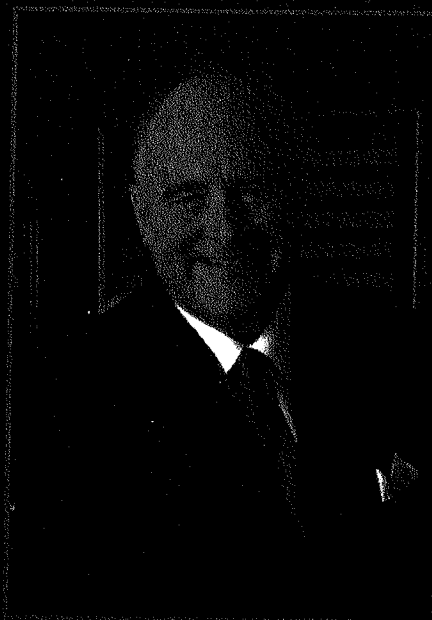
JONAH LEHRER

AUTHOR OF *Proust Was a Neuroscientist*

DAVID BALL



DON KEENAN



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