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# Sensation: The New Science Of Physical Intelligence

 BrillianceAudio

Unabridged

Lobel's research is among the most innovative in psychology. Her lively, thoughtful book will reframe our view of how our minds work and how we become who we are. —DAN ARIELY, author of *Predictably Irrational*

## SENSATION

THE NEW  
SCIENCE OF  
PHYSICAL  
INTELLIGENCE



THALMA LOBEL



## Synopsis

Like the revolutionary best sellers *Predictably Irrational* and *Emotional Intelligence*, *Sensation* is an exciting, completely new view of human behavior - a new psychology of physical intelligence (or embodied cognition) - that explains how the body unconsciously affects our everyday decisions and choices, written by one of the world's leading psychologists. From colors and temperatures to heavy objects and tall people, a whole symphony of external stimuli exerts a constant influence on the way your mind works. Yet these effects have been hidden from you - until now. Drawing on her own work as well as from research across the globe, Dr. Thalma Lobel reveals how shockingly susceptible we are to sensory input from the world around us. An aggressive negotiator can be completely disarmed by holding a warm cup of tea or sitting in a soft chair. Clean smells promote moral behavior, but people are more likely to cheat on a test right after having taken a shower. Red-colored type causes us to fail exams, but red dresses make women sexier and teams wearing red jerseys win more games. We take questionnaires attached to heavy clipboards more seriously and believe people who like sweets to be nicer. Ultimately, the book's message is startling: Though we claim ownership of our decisions, judgments, and values, they derive as much from our outside environment as from inside our minds. Now, *Sensation* empowers you to evaluate those outside forces in order to make better decisions in every facet of your personal and professional lives.

## Book Information

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## Customer Reviews

Full of fascinating, unexpected and surprising insights into day-to-day psychology from a totally

novel angle. It's a pleasant read and nicely written. A very refreshing addition to this genre. What I love about the book is that aside from the presentation of its fascinating findings (backed by documented scientific research) and insights, there are very useful "take-aways", i.e., tips, that can be applied to give you an edge in several areas -- dating, business, negotiations, parenting, sales, etc. You get a nifty little "bag of tricks" that are not easily perceived that can tip the scales in your favor.

I heard about this book on NPR and decided to give it a whirl. Sensation lays out so many interesting studies -- things I never would have thought about or imagined were going on in my environment -- and I found it so well laid out and detailed. The implications of the studies were clear. The ways that I can personally watch out for environmental stimuli that might affect my behavior were clear. Overall just SO SO interesting and well done. Seems like it'd be great for business people, but also people who date a lot or play sports. Really anyone! Well done Professor Lobel!

This was an excellent book. Dr. Lobel brings together a number of findings in an easy to read, well-organized book covering embodied cognition, an area of increasing interest regarding human choices. David Brooks' novel (?) *The Social Animal*, also does a good job of this but without the scientific references.

Does a heavy briefcase weighing you down mentally? Does sitting close together at the dinner table matter? Can washing make you feel better about yourself? The author discusses how the physical environment influences our mind's interpretation of the world. The book includes some fascinating studies; some are classic, some are cutting edge of research in the field. The gift of this book is that you are able to recognizing how subtle cues can and do influence us may help us make better choices. It is a fun, informative, and eye-opening read.

Citing a large number of experiments and studies, Thalma Lobel, in plain language, introduces us to the fascinating science of Physical Intelligence. She covers all the senses and how they, stimulated by environmental factors, influence our emotions, behavior, and decision-making. Entertaining and thought-provoking, this book not only explains the influences we are mostly unaware of, but offers advice on how to be more alert to them. Recommended.

Very little real research-based info has been fluffed up with the author's inane comments and

opinions to create a book. The interesting and valuable information contained in it could be easily summarized in a page or two. The rest is a waste of time.

Interesting and easy to read, but it's lacking some substance and the practical implications I hoped to glean. To be fair, I read this immediately after re-reading Susan Cain's *Quiet*, which is a tremendous and exceptionally-written book. It so perfectly balances the delivery of scientific information with real-world applications and implications. Lobel's book, in contrast, reads more awkwardly, as if one is reading a compilation of research findings pertaining to sensation than a well-synthesized book.

You may have encountered some of the findings in this book (for example, feeling taller people are more powerful). In this book, the author lays out the experiments which supported the observations in clear, helpful chapters. The personal experiences are nice to read too. However, I wished that there were more explanation on the 'why' part.

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