



The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good

By David J. Linden

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From the *New York Times* bestselling author comes a "hugely entertaining" (NPR.org) look at vice and virtue through cutting-edge science

As he did in his award-winning book *The Accidental Mind*, David J. Linden—highly regarded neuroscientist, professor, and writer—weaves empirical science with entertaining anecdotes to explain how the gamut of behaviors that give us a buzz actually operates. *The Compass of Pleasure* makes clear why drugs like nicotine and heroin are addictive while LSD is not, how fast food restaurants ensure that diners will eat more, why some people cannot resist the appeal of a new sexual encounter, and much more. Provocative and illuminating, this is a radically new and thorough look at the desires that define us.

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- Sales Rank: #104916 in Books
- Brand: Penguin Books
- Published on: 2012-04-24
- Released on: 2012-04-24
- Original language: English
- Number of items: 1
- Dimensions: 8.41" h x .63" w x 5.45" l, .45 pounds
- Binding: Paperback
- 240 pages

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Editorial Review

From Publishers Weekly

By merging an evolutionary perspective with cutting-edge research in neuroscience, Linden, a professor of neuroscience at Johns Hopkins University School of Medicine, addresses provocative questions about the relationship between pleasure and addiction while exploring many of the broader implications of the nexus of the two. "Understanding the biological basis of pleasure leads us to fundamentally rethink the moral and legal aspects of addiction to drugs, food, sex, and gambling and the industries that manipulate these pleasures." Linden (*The Accidental Mind*) is admirable at explaining complex scientific concepts for the nonspecialist. He focuses most of his attention on the role played by the small portion of our gray matter known as the medial forebrain pleasure circuit and demonstrates how both behavior and chemistry can activate its neurons. He also discusses the somewhat counterintuitive conclusion that addiction is often associated with decreased pleasure. Linden's conversational style, his abundant use of anecdotes, and his successful coupling of wit with insight makes the book a joy to read. Even the footnotes are sprinkled with hidden gems. (Apr.)

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Review

"A hugely entertaining look at why we enjoy the things we enjoy. ... There's hardcore biology here, but it's tempered with personal anecdotes, penetrating observations and quotes from the likes of comedian Mitch Hedberg and Wilco frontman Jeff Tweedy. If you're science-phobic, don't worry: Linden is incredibly smart, but comes across as the funny, patient professor you wish you'd had in college."

-"National Public Radio", Michael Schaub

"This cheerful summary of the brain's reward system is a profound experience... "Pleasure" is a superb book. My brain has been changed by reading it."

-"The Guardian" (UK), Leo Benedictus

About the Author

David J. Linden is a professor of neuroscience at the Johns Hopkins University School of Medicine. The author of *The Accidental Mind*—winner of a Silver Medal at the Independent Publisher's Book Awards—he serves as the editor in chief of the *Journal of Neurophysiology*. He lives in Baltimore, Maryland.

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The book *The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good* can give more knowledge and also the precise product information about everything you want. Exactly why must we leave the great thing like a book *The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good*? Some of you have a different opinion about publication. But one aim that book can give many facts for us. It is absolutely appropriate. Right now, try to closer with the book.

Knowledge or data that you take for that, you are able to give for each other; it is possible to share all of these. Book *The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good* has simple shape however you know: it has great and large function for you. You can look the enormous world by available and read a publication. So it is very wonderful.

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