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Jonah Lehrer is editor at large for Seed magazine and the author of Proust Was a Neuroscientist (2007) and How We Decide (February 2009). A graduate of Columbia University and a Rhodes Scholar, Lehrer has worked in the lab of Nobel Prize winning neuroscientist Eric Kandel and has written for the New Yorker, Wired, Boston Globe, Washington Post, and Nature, and writes a highly regarded blog, The Frontal Cortex.

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2013, following revelations that Lehrer has been caught in numerous falsifications in his oeuvre of writings, Houghton Mifflin Harcourt announced the book was taken "off sale" after an internal review.

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Jonah Lehrer (Author of How We Decide)

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How We Decide: Lehrer, Jonah: 9780547247991: Amazon.com: Books

Jonah Richard Lehrer is an American author and blogger. Lehrer studied neuroscience at

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Columbia University and was a Rhodes Scholar. Thereafter, he built a media career that integrated science and humanities content to address broad aspects of human behaviour. Between 2007 and 2012 Lehrer published three non-fiction books that became best-sellers, and also wrote regularly for The New Yorker and Wired.com. Starting in 2012, Lehrer was discovered to have routinely recycled his earlier work, plagia

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described the decision-making process as either rational or emotional: we carefully deliberate, or we “blink” and go with our gut.

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Jonah Lehrer's book "How we Decide" is a very readable book filled with the science behind how we make decisions. I found the book fascinating in the scientific knowledge that has been gained using MRI as people are put through a variety of studies. Mr. Lehrer has a gift in distilling the results of scientific studies to their essence and then ...

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How We Decide

Jonah Lehrer is editor at large for Seed magazine and the author of Proust Was a Neuroscientist (2007) and How We Decide (February 2009).

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Editor at Wired and a frequent contributor to The New Yorker. He writes the Head Case column for The Wall Street Journal and regularly appears on WNYC's Radiolab. His writing has also appeared in Nature, The New York Times Magazine, Scientific American and Outside. He's the author of two previous books, Proust Was A Neuroscientist and How We Decide.

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