



Subliminal: How Your Unconscious Mind Rules Your Behavior

Leonard Mlodinow

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Winner of the 2013 PEN/E.O. Wilson Literary Science Writing Award

Over the past two decades of neurological research, it has become increasingly clear that the way we experience the world--our perception, behavior, memory, and social judgment--is largely driven by the mind's subliminal processes and not by the conscious ones, as we have long believed. As in the bestselling *The Drunkard's Walk: How Randomness Rules Our Lives*, Leonard Mlodinow employs his signature concise, accessible explanations of the most obscure scientific subjects to unravel the complexities of the subliminal mind. In the process he shows the many ways it influences how we misperceive our relationships with family, friends, and business associates; how we misunderstand the reasons for our investment decisions; and how we misremember important events--along the way, changing our view of ourselves and the world around us.

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