

Your Amazing **Brain**

The Secret Of Choice

(NAPSA)—The next time you decide to go somewhere or do something, stop and think for a moment: Why did you choose what you did?

Dr. Read Montague, professor of neuroscience at the Baylor College of Medicine, says every decision involves answering two questions: "What is the value of my available choices?" and "How much does each choice cost?"

"A fascinating introduction to an important new area."

—STEVEN PINKER

"A gripping story of what makes me, me."
—PATRICIA CHURCHLAND

"I consider Montague to be quite exceptional."
—FRANCIS CRICK

*Your Brain
Is
(Almost)
Perfect*

"Discover why you buy what you buy."
—ANTONIO DAMASIO

"An expert on mental function."
—THE NEW YORK TIMES

HOW WE MAKE DECISIONS

Read Montague



Previously published as *Why Choose This Book?*

Based on his own revolutionary research, Montague, in his new book "Your Brain Is (Almost) Perfect" (Plume Books), takes apart the mind's decision-making machinery and shows how choices are made.

The book explains why sharks can't go on hunger strikes but humans can, deals with the nature of trust and offers a new approach to understanding the thought processes of world leaders, friends and family and possibly even yourself.

You can find the book at most major bookstores and online at www.penguin.com.