

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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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.

Users Review

From reader reviews:

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Generosity, Vodka, Learning, and Gambling Feel So Good.

Dwight Ivers:

Spent a free time and energy to be fun activity to complete! A lot of people spent their free time with their family, or their friends. Usually they carrying out activity like watching television, about to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Will you something different to fill your personal free time/ holiday? Could be reading a book might be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the reserve untitled The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good can be good book to read. May be it might be best activity to you.

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The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good can be one of your beginner books that are good idea. We all recommend that straight away because this reserve has good vocabulary that will increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The article writer giving his/her effort to set every word into enjoyment arrangement in writing The Compass of Pleasure: How Our Brains Make Fatty Foods, Orgasm, Exercise, Marijuana, Generosity, Vodka, Learning, and Gambling Feel So Good although doesn't forget the main level, giving the reader the hottest and based confirm resource information that maybe you can be one among it. This great information could drawn you into new stage of crucial pondering.

Alex Tipton:

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