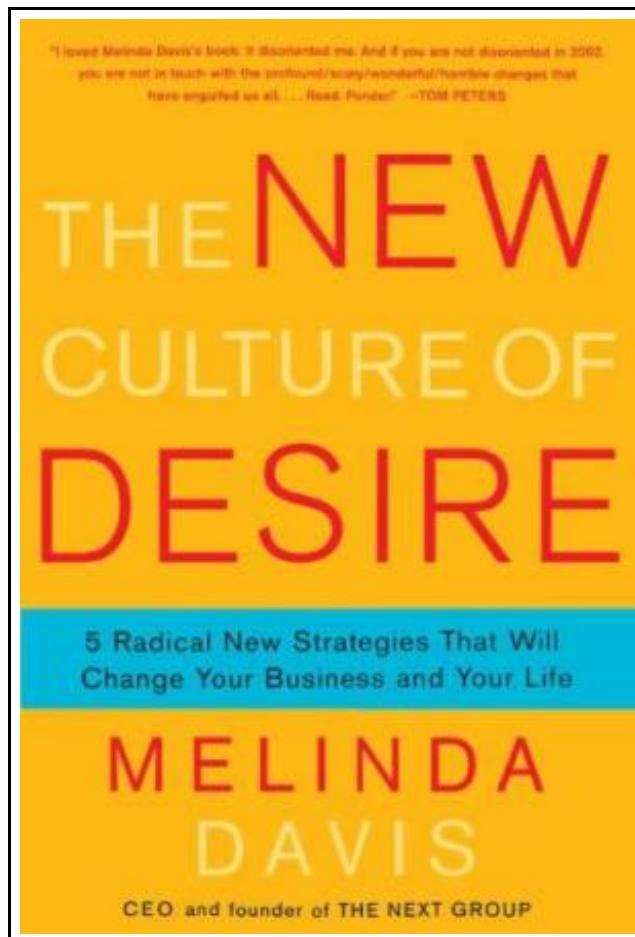


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Free Press. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.8in. x 5.9in. x 0.7in. A wholly new force is driving human behavior today, and it's turning the world as we know it upside down and inside out. Human behavior is now being driven by a new survival instinct -- a new primal desire -- that is invisibly but unstoppably reshaping the world, from the most intimate details of our private lives to the dynamics of the global marketplace. The New Culture of Desire reveals and chronicles this present and future brave new world -- the beginning of Human History Part II. According to futurist Melinda Davis, it is evolving right under our noses, and we need to adapt now to survive -- and to thrive. Described variously as a secret weapon of the Fortune 100 and a hired-gun visionary, Davis divulges the startling conclusions and once confidential details of The Human Desire Project, a six-year, multidisciplinary study to investigate what makes human beings want what they want and do what they do. Originally initiated as a landmark study for big business (Davis' client ranks include distinguished companies such as AT&T, Merck, Diageo, Procter & Gamble, L'Oral, Unilever, and Lucent Technologies), The Human Desire Project evolved into an even larger phenomenon with far-reaching implications for all of our lives. In The New Culture of Desire, you learn to leverage for your own good fortune, today -- and into tomorrow -- the same insights and strategies that inform the future plans of some of the most powerful corporate movers and shakers around. Here are just some of the revelations of The New Culture of Desire: The unconscious formula that we all use to make choices now Why bliss beats sex, money, and power The new peak experience: the State...



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