

Books

[The art of choosing](#) - Sheena Iyengar

[Blink](#) - Malcolm Gladwell

[Crazy like us](#) - Ethan Watters

[Drive](#) - Daniel Pink

[Everyone loves a good train wreck: why we can't look away](#) - Eric Wilson

[The geography of bliss: one grump's search for the happiest places in the world](#) - Eric Weiner

[iDisorder: understanding our obsession with technology](#) - Larry Rosen

[Influence](#) - Robert Cialdini

[In the shadow of the Holocaust: the second generation](#) Aaron Hass

[The invisible gorilla](#) - Chabris & Simon

[Love at Goon Park](#) – Deborah Blum

[The Lucifer effect](#) - Philip Zimbardo

[Mad in America](#) - Robert Whitaker

[The Man who mistook his wife for a hat](#) - Oliver Sacks

[Mistakes were made, but not by me](#) - Carol Tavris

[Moonwalking with Einstein](#) - Joshua Foer

[Musicophilia: tales of music and the brain](#) - Oliver Sacks

[Neuromarketing: Understanding the buy buttons in your customer's brain](#) - Renvoise & Morin

[Night falls fast](#) – Kay Redfield Jamison

[Nudge: Improving decisions about health, wealth and happiness](#) - Richard Thaler

[Numbers rule your world](#): The hidden influence of probabilities and statistics on everything you do - Kaiser Fung

[Nurture shock](#) - Bronson & Merryman

[Outliers: the story of success](#) - Malcolm Gladwell

[Parenting without borders](#) - Christine Gross-Loh

[The Person and the situation](#) - Ross & Nisbett

[Phantoms in the brain](#) - Vilnyur Ramachandran

[Predictably Irrational](#) - Dan Ariely

[The psychopath test](#) - Jon Ronson

[The Shallows: how the internet is changing the way we think](#) - Nicholas Carr

[Spark: the revolutionary new science of exercise and the brain](#) - John Ratey

[The spirit catches you and you fall down](#) - Anne Fadiman

[The Sports Gene](#) – David Epstein

[Strangers to Ourselves: The adaptive unconscious](#) - Timothy Wilson

[Suspicious minds – how culture shapes madness](#) - Gold & Gold

[Taste matters: why we like the foods we do](#) - John Prescott

[Then they started shooting: Growing up in wartime Bosnia](#) - Lynne Jones

[Thinking fast and slow](#) - Daniel Kahnemann

[The time paradox](#) - Zimbardo & Boyd

[Why they kill: the discoveries of a maverick criminologist](#) - Richard Rhodes

[Why Zebras don't get ulcers](#) - Robert Sapolsky