



The Science of Superstition: How the Developing Brain Creates Supernatural Beliefs

Bruce M. Hood

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"In an account chock full of real-world examples reinforced by experimental research, Hood's marvelous book is an important contribution to the psychological literature that is revealing the actuality of our very irrational human nature." — Science

In the vein of Malcolm Gladwell's Blink, Mary Roach's Spook, and Dan Ariely's Predictably Irrational, The Science of Superstition uses hard science to explain pervasive irrational beliefs and behaviors: from the superstitious rituals of sports stars, to the depreciated value of houses where murders were committed, to the adoration of Elvis.



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