



Brain Trust: 93 Top Scientists Reveal Lab-Tested Secrets to Surfing, Dating, Dieting, Gambling, Growing Man-Eating Plants, and More!

Garth Sunden

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Blind Them...with SCIENCE!

How much better would your life be if you had an army of Nobel Laureates, MacArthur ‘geniuses’ and National Medal of Science winners whispering tips in your ear about your body language, or how to resist that impulse purchase you’ll regret tomorrow, or when to sell your car—or even helping you trick your spouse into doing the dishes?

With this mighty little tome, you can have the next best thing--because *Brain Trust* is packed with bite-sized scientific wisdom on our everyday challenges, hand-delivered to you direct from the galaxy’s biggest brains. Based entirely on interviews with an incredible lineup of luminaries from the fields of neuroscience, economics, anthropology, music, mathematics, and more, *Brain Trust* is full of cutting-edge science that’ll help you see the real world better—and smarter.

Discover:

- what advanced math can teach you about getting all your chores done today
- how creating a ‘future self’ can help you shop smarter at the grocery store
- what prairie voles can teach us about love
- how the science of happiness can help you trick lawyers into doing charity work
- the components of gullibility, and how they can help you scam-proof yourself
- the secrets to building your very own army of cyborg beetles
- how memetic information can help you exploit altruism for good...or evil
- why eating for eight hours can help you lose weight
- the behavioral economics behind selling your junk for big bucks on eBay
- how to get more pleasure for less price

...And much, much more.

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Author : Garth Sundem

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From Reader Review Brain Trust: 93 Top Scientists Reveal Lab-Tested Secrets to Surfing, Dating, Dieting, Gambling, Growing Man-Eating Plants, and More! for online ebook

Susan says

I'm a total science geek, so I was really happy when I won Brain Trust on Goodreads. There were parts of this book that blew my mind, including "Eat for Eight Hours, Lose Weight", "How & When to Overrule Choice", Might As Well Face It: Addicted to Love". A couple of the sections were a little difficult to understand, but that's probably because I've got a non-scientific pea brain rather than any flaw of the author. In fact, I was in awe that he could explain such complicated scientific findings in a clear & concise way. The puzzles interspersed throughout the book were fun too. I wish the book was organized a little better, with sections to do with biology, anthropology, economics, etc. as it was a little spastic to read at times. Otherwise than that, this was a fun & extremely informative read. I highly recommend it!!

Lisa says

A book series that I enjoyed reading in the past was Imponderables, and this book reminded me a lot of those books with the added benefit of having studies back up the information that it provides. I found myself sharing much of the information I learned with my friends and family. If you enjoy learning random facts and information I highly recommend this book. I received this book as a first reads win.

Yawar says

read it

Ami says

Reviewing this book is conflicting. On the one hand, it provides insight into behavioral choices and evolutionary patterns. This alone promises the knowledge of being able to better understand and thus manipulate undesirable situations into more favorable outcomes. I'm positive that this alone is what drew so many readers to pick up this book and start reading. And certainly, some of the essays deliver such acumen. However, this book attempts to wrap complex concepts into a book that is insultingly dumbed down and does not provide the understanding behind theories, making the reader wonder what leads to such wide postulations.

First, this book is terribly written. Forget the weak sentence structures and questionable verb choices. What makes the essays painful to read is that the author tries to be funny with side quips in essays where such a personal characteristic is probably lacking. I wondered why the guy was trying to be funny in this book -- I picked it up to engage in cognitive science, not hoping for something along the lines of David Sedaris. What the quips do is fill the pages with extraneous information, rather than getting to the point.

Second, the essays are too short and barely scratch the surface, mostly providing the reader a roadmap as to the conclusion. To then believe it because some "scientist" deemed it true in a lab is to engage in dogma. To do the opposite is to be frustrated at not being able to engage further in an idea. I find these two options insulting and infuriating. Does Garth Sundem think that by not having a science background, his readers can't understand a thorough explanation and should therefore just accept it as truth? Perhaps he thinks we are not going to understand, but that should be decided by the reader presented with a soundly argued theory. Just read any New York Times article on decision making -- it's articulated clearly so as to leave a reader (without a science background) with a cogent understanding. What I'm saying is that it CAN be done. If Wikipedia can explain concepts like quantum gravity and Hawking's work in the field, surely a book on better decision making can do the same. This book, after all, tries to make science more accessible to non-scientists. Yet, it should do so without asking readers to engage in ignorant acceptance.

But alas, this book is not a one star. A reader can walk away with at least a handful of tips to employ on their next trip to the supermarket or maybe have something interesting to discuss at a cocktail party. And that, perhaps, is enough.

Alex Boyle says

I decided to read this book because I found it sitting on a shelf in my dad's bedroom. And the cover looked fairly new so I looked at the date it was published; 2011. I felt in luck. I had been seeking for something that was published in 2011 or 2012.

As you guessed, Brain Trust fits under the category; 'A book written in 2011 or 2012' This category is interesting as you can compare the different ages of novels with each other. And see how some themes are more popular at different times. But I didn't have the time to do that.

My favorite quote from this paperback was the title of one of the sections in it; "Eat more to eat less" because I liked the sound of it. It turns out that if you think of eating a lot you will feel like you've already eaten. And resist the urge to eat more. I guess it's like more talk less action. It explains how I keep saying I'll study but it takes me a while to get into it. Because I kept thinking about studying.

Something new I learnt from this book was it is easiest to steal things when in plain sight (Of course I wouldn't really do that). As less people notice when it's in plain sight than they do when someone is sneakily doing it behind them.

There aren't really any characters or settings in this novel as it is non-fiction and about science. But I must say some of the scientists were pretty awesome! One can even make you a third robotic arm if you want.

Overall, I'd give this novel a 2 out of 5. BECAUSE some of the titles were misleading as it wouldn't exactly teach you how to build a robotic 3rd arm. (disappointing, but realistic)

GONZA says

What happens when somebody that is very very good at something gives you advice over the thing he knows better? You'd probably have a book like this, full of many interesting advices and tips or only informations that could make your life easier!

THANKS TO NEGALLEY AND RANDOM HOUSE FOR THE PREVIEW

Long Nguyen says

An enjoyable casual read, with doses of the author's personality popping into the writing every now and again. Perhaps a little too often at times, but that's hardly a penalty when moving between interesting topics. Perhaps the best way to be read is in small doses, which the short sections lend themselves to quite nicely.

Although the theories and research presented is very summarized, the topics discussed are readily available for the most part online should any one choose to dive deeper. It is presented for a general audience to get acquainted with, so anyone with a deeper understanding of a certain topic may be a little put-off by the style. But they should remember that one point, they too were unfamiliar, and it was a book such as this one that prompted them to further discovery, and possibly a passionate love of the field.

SantosGray says

I am really looking forward to this one!

Rick Bavera says

The book Brain Trust does a good job of talking about "trivial" things, like making paper airplanes, the colors needed on a map, delayed gratification, or how to scam-proof yourself. The items are "useful" trivia, and the author talks to various "experts" on the subjects he deals with, approximately 100, so that he can get the "scoop" on how to implement the ideas he explores.

The book also contains 18 puzzles/brain teasers, with solutions at the back of the book.

Good exercise in exercising your brain with some fun yet useful trivia.

This book review is for a Goodreads/First Reads book.

Dwain says

I received this book for Christmas. Was a bit slow in starting it but, once I did, I found it most interesting. There are lots of insights into many of the things we do in everyday life. Tends to make you think differently about a lot of them. The book has puzzles every so often. I brushed them over and didn't really consider any of them. When I got to the end of the book I found all the puzzles answered and, in looking them over, I

rather wished I had taken the time to try to figure them out as I went along. If you are thinking of reading it, don't make the same mistake. Think of it as a nice change of pace and enjoy yourself.

Joshua McDowell says

This book is a 5/5!
Absolutely loved it.

Here's a short video review:
<https://youtu.be/dQqof00t134>

Leslie says

I like books like this every once in awhile. I feel like I'm learning soooooo much. Unfortunately, no sooner than I close the book, I manage to forget everything, almost.

I am then left with a vague, almost dream like memory of useless facts.

But because of my ever present optimism, I know that this time, I am over 100% smarter after reading this book.

Truth be told, this a great and fun read. I would recommend this book to all.

EeeJay says

Clearly one of the best books I've read this year (and the year's just started, yay!) - What I loved about this book is it's ability to suck you in right away in it's folds. I am a scientist and obviously this book made a lot of sense to me since I'm one of those people who question their lot in life. (If you wanna see my queries, here you go)But, I can also see people from all walks of life benefiting from this book. There's scientific info about health, wealth, love and life which would appeal to any thinking person combined with examples which are easy to understand and interesting. An obvious comparison for this scientific study is of course the book 'Freakonomics', except this book is MUCH more data-sturdy. It doesn't just say one thing. It proves it. I can't wait to discuss the related material with my folks. They'll eat this sort of info up and debate it with respect to their own experiences.

The Beef: I'm sorry, I'm not from a country where gambling's popular (or baseball or car racing) - so the sports portion of it was pretty much wasted (as well as speed-dating...Oh, well!) - Info on Cricket was good, though.

Specialk says

I mean, what was this?

Mini-essays on how to do certain things better using science. And okay, some of the science was sort of cool, but do you know how much is applicable to your life? Almost none. When talking about how to get better at Scrabble, we get one pseudo-usable piece of information (think about the value of the letters your leaving and what letters you might pull), but really, most hardcore Scrabble players are already doing this to some level. The other option? Memorize this list of 40 words, plus a couple of 'Bingos' (7 letter words in Scrabble). A) Not science B) Not happening.

Want to be better at basketball? Bust out your protractor from grade school.

This was a disappointment, and the only thing I think it got me to improve on was my accuracy at slamming books down in disgust.

Wait. Nope. Not even that. Did this on audio. Where the author reads. Why do authors always insist on reading their own books? I mean it's cost effective, but really, there's a reason you're an author and not a voice actor.

Lauren says

Pop science books aren't usually my thing, but this one had its interesting points. Brain Trust consists of many little essays relating science to problem-solving. It definitely doesn't go into very much detail, but usually the author included some information that you could use to Google the science further if you were so inclined. I enjoyed my read, but I don't think a lot of the knowledge in the book will stick with me; maybe the parts about body language when flirting or eating within the span of 12 hours, but I can't say things like how to fold the perfect paper airplane are really that relevant to my life. That being said, there are such a wide variety of subjects covered in this book that I'm sure different parts will find their place in the consciousness of different people. Above all, it is entertaining.

Sometimes I like books that are divided in lots of little parts because I can pick them up and put them down pretty easily and don't feel too guilty leaving them to sit for a few weeks before resuming my read. This book took me over a month to finish because I did just that. It would probably make a great addition to the bookshelf of a classroom or make an interesting read on a vacation, where you could regale your friends with tidbits of knowledge as you wait to board planes or sit around in a hotel room. It just didn't capture my interest very much.
