

## The Moral Molecule Source Of Love And Prosperity Paul J Zak

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Paul J. Zak (ed.): The moral molecule: the source of love ...

Switch it on and people are loving and generous. Switch it off and they revert to violence and greed. Pioneering neuroeconomist Paul J. Zak has discovered just such a master switch, a molecule in the human brain. The Moral Molecule is a firsthand account of this discovery, revealing how evolution built the Golden Rule into our biology.

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The Moral Molecule is a journey well beyond common theories about why we make the decisions we do. Zak explains what underlies the great mysteries of human behavior—why some husbands are more faithful than others; why women tend to be more generous than men; why we are sometimes rational and other times irrational.

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The Moral Molecule Neuroscience and economic behavior Paul J. Zak, Ph.D., is a professor at Claremont Graduate University and the author of Trust Factor: The Science of Creating High-Performance ...

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"The Moral Molecule is an engaging popular account of Mr. Zak's decade of intense research into how oxytocin evolved for one purpose—pair bonding and attachment in social mammals—but had the bonus effect of cementing a sense of trust among strangers."

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The Moral Molecule is an "easy to read" book on a complicated subject. Those of us who work in the field of Autism know that the relationship between Autism and Oxytocin is very important and it is a pleasure to see the research made available in such a readable format.

The Moral Molecule: The Source of Love and Prosperity: Zak ...

(NOTE: Research and statements in this talk have been challenged by other scientists working in this field. Please read "Criticisms & Updates" below for more details.) What drives our desire to behave morally? Neuroeconomist Paul Zak shows why he believes oxytocin (he calls it "the moral molecule") is responsible for trust, empathy and other feelings that help build a stable society.

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