

How Primal Urges Overran Their Evolutionary Purpose: A Must-Read for Understanding Human Behavior

We are all born with a set of primal urges that were essential for our survival in the wild. These urges include the need for food, water, shelter, and reproduction. In modern society, however, these urges are no longer necessary for our survival. In fact, they can often be obstacles to our success.



Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose by Deirdre Barrett

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For example, our urge to eat can lead to obesity, which is a major risk factor for heart disease, stroke, and diabetes. Our urge to drink alcohol can lead to alcoholism, which can damage our liver, brain, and relationships. And our urge to have sex can lead to sexually transmitted diseases, unwanted pregnancy, and infidelity.

These are just a few examples of how our primal urges can get us into trouble. In this book, we will explore the fascinating interplay between our instincts and our advanced cognitive abilities. We will see how our primal urges can often lead us to act irrationally and make decisions that go against our best interests.

We will also discuss how we can overcome our primal urges and live more fulfilling lives. We will learn how to control our eating, drinking, and sexual behavior. We will also learn how to manage our anger, aggression, and fear.

This book is a must-read for anyone who wants to understand human behavior. It is a fascinating and thought-provoking look at the complex interplay between our instincts and our reason.

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About the Author

Dr. David Eagle is a leading expert on human behavior. He has written extensively on the topics of primal urges, evolutionary psychology, and decision-making. His work has been featured in numerous publications,

including The New York Times, The Wall Street Journal, and The Washington Post.

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