

CONTENTS

Introduction:

*Losing Our Minds in the
Age of Brain Science ix*

CHAPTER ONE

**This Is Your Brain on Ahmadinejad:
Or What Is Brain Imaging? i**

CHAPTER TWO

The Buyologist Is In: The Rise of Neuromarketing 25

CHAPTER THREE

Addiction and the Brain-Disease Fallacy 49

CHAPTER FOUR

The Telltale Brain: Neuroscience and Deception 73

CHAPTER FIVE

My Amygdala Made Me Do It: The Trials of Neurolaw 97

CHAPTER SIX

**The Future of Blame: Neuroscience and
Moral Responsibility 125**

EPILOGUE

Mind over Gray Matter 149

Acknowledgments 155

Notes 157

Index 219