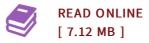




## Sex, Genes & Rock 'n' Roll : How Evolution Has Shaped the Modern World

By Rob Brooks

University Press of New England. Hardback. Book Condition: new. BRAND NEW, Sex, Genes & Rock 'n' Roll: How Evolution Has Shaped the Modern World, Rob Brooks, Why are we all getting fatter? Why are we fascinated by pop music and celebrities? Is there any hope of curbing population growth and rampant consumerism, and the environmental devastation they wreak? Evolutionary scientist Rob Brooks argues that the origins of these twenty-first-century problems can be found where the ancient forces of evolution collide with modern culture and economics. Natural selection might be "the most important idea anybody ever had," but evolution remains the poor relation of economics and social theory when it comes to understanding human affairs. This book shows how evolution can help us understand human history, our radically changing environment, and the lives people lead today. Rob Brooks examines the many issues facing our world and introduces key principles of evolutionary biology as a lens through which to view how and why we've gotten to where we are, and how to leverage the mechanism of adaptation and change. Throughout, he includes fascinating illustrations from the natural world and from human prehistory and history. Just as Freakonomics revealed "the hidden side of...



## Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

-- Cheyanne Barrows

The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.

-- Hank Powlowski