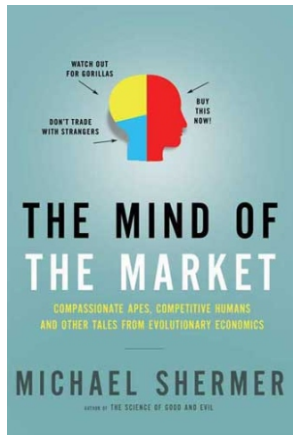


Dr. Michael Shermer



The Mind of the Market

(talk and book signing)



How did we make the leap from ancient hunter-gatherers to modern consumers and traders? Why do people get so emotional and irrational about bottom-line financial and business decisions? Is the capitalist market-place a sort of Darwinian organism, evolved through natural selection as the fittest way to satisfy our needs? Michael Shermer explores the evolutionary roots of our economic behavior.

Shermer is the author of nine previous books, including the bestselling *Why People Believe Weird Things*. He is a columnist for *Scientific American*, the publisher of *Skeptic* magazine, and the founder and director of the international Skeptics Society. In 2006, he received NCAS's Philip J. Klass Award for outstanding contributions in promoting critical thinking and scientific understanding.

2 - 4 pm

Saturday, Jan 12, 2008

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