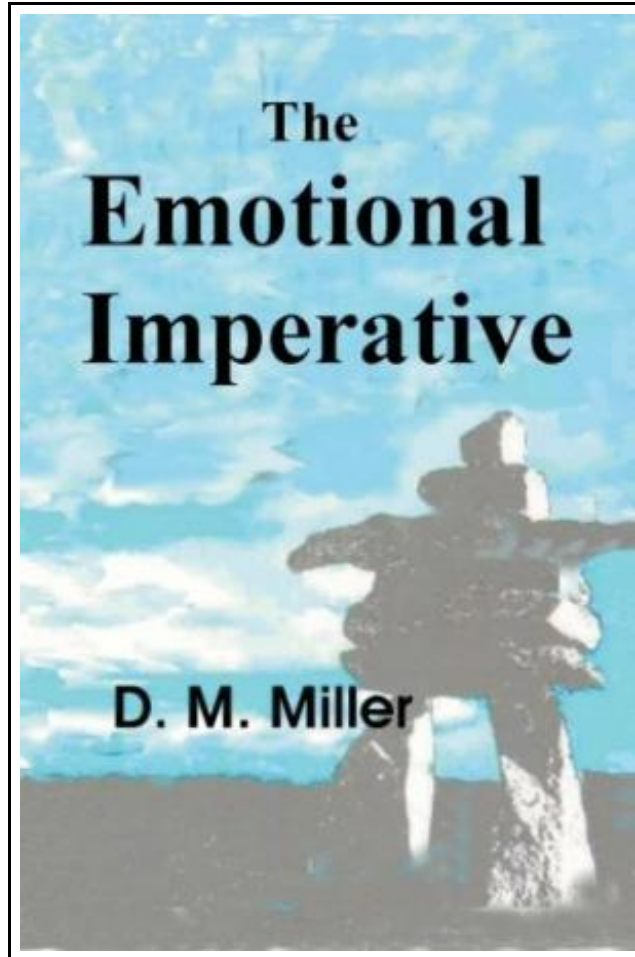


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THE EMOTIONAL IMPERATIVE: HOW EMOTIONS RULE OUR LIVES (PAPERBACK)



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Createspace, United States, 2010. Paperback. Book Condition: New. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.The human mind employs logic to reach its decisions. This involves thinking in a linear, step-by-step manner about how a problem may be solved. Given an initial premise, a conclusion is deduced. Using this conclusion as a new (or interim) premise, a further conclusion is derived. In this manner a chain of reasoning is possible. The power of the human intellect lies in its ability to formulate long and complex chains of reasoning. But what the intellect is incapable of doing, is generating the initial premises without which reasoning cannot proceed. It is at this point that the emotions intervene by supplying these essential features. Consider the proposition: I want to survive - therefore I must eat - therefore I must catch a fish - therefore I must make a net. In this chain of reasoning, the initial premise (I want.) does not stem from a previous logical deduction and therefore must be inherent, that is, instilled in us by our genes. We possess a large number of such inherent drives or urges, that constitute our initial premises and whose verbal expressions all contain words such as want wish , desire etc. Such terms are basically emotional and without logical antecedents. Other examples of initial premises provided by our genes are - a desire for membership in a group - for companionship - for happiness, etc. These premises have been termed emotional imperatives - emotional because they have no logical derivation and imperative because they are urges to attain specific goals (group membership, companionship, happiness, etc.). Mankind, throughout its evolutionary history, has possessed few powerful physical defenses such as speed, strength, sharp teeth or claws. It has, however,...



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