



That's Disgusting: Unraveling the Mysteries of Repulsion

By Rachel Herz

WW Norton & Co. Paperback. Book Condition: new. BRAND NEW, That's Disgusting: Unraveling the Mysteries of Repulsion, Rachel Herz, Why do we watch horror movies? What is the best way to persuade someone to quit smoking? Why are we more likely to buy a given item if an attractive person has just touched it? And what on earth is the appeal of competitive eating? In this lively, colorful new book, Rachel Herz answers these questions and more, shedding light on an incredible range of human traits-from food preferences and sexual attraction to moral codes and political ideology-by examining them through the lens of a fascinating subject: disgust. One of the most complex human emotions, disgust is the product of both culture and instinct and so it allows us a unique perspective on the relationship between nature and nurture. A component of fear and prejudice, it also gives us powerful-sometimes disturbing-insights into the fabric of society. Herz draws on the latest psychological studies and neurological research to offer surprising observations about human behavior and biology. For example, we learn that a man's scent matters more than his looks or his income in determining whether or not a given woman will find...



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