

The Meme Machine Popular Science



BOOK DETAILS

- Author : Susan Blackmore
- Pages : 288 Pages
- Publisher : Oxford University Press
- Language : English
- ISBN : 019286212X

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BOOK SYNOPSIS

Humans are extraordinary creatures, with the unique ability among animals to imitate and so copy from one another ideas, habits, skills, behaviours, inventions, songs, and stories. These are all memes, a term first coined by Richard Dawkins in 1976 in his book *The Selfish Gene*. Memes, like genes, are replicators, and this enthralling book is an investigation of whether this link between genes and memes can lead to important discoveries about the nature of the inner self. Confronting the deepest questions about our inner selves, with all our emotions, memories, beliefs, and decisions, Susan Blackmore makes a compelling case for the theory that the inner self is merely an illusion created by the memes for the sake of replication.

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