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It grips the reader with both stories and stories about the telling of stories, then pulls it all together to explain why It's easy to say that humans are "wired" for story, but why?In this delightful and original book, Jonathan Gottschall offers the first unified theory of storytelling. It's about the way that stories—from TV commercials to daydreams to the burlesque spectacle of professional wrestling—saturate our lives It grips the reader with both stories and stories about the telling of stories, then pulls it all together to explain why storytelling is a fundamental human instinct."—Edward O. Wilson"Charms with anecdotes and examples we have not left The Storytelling Animal is about the way explorers from the sciences and humanities are using new tools, new ways of thinking, to open up the vast terra incognita of Neverland. Drawing on the latest research in neuroscience, psychology, and evolutionary biology, Gottschall tells us what The Storytelling Animal is relentlessly visual, both in how Gottschall tells stories—he is an effective storyteller, including stories he makes up as quasi-experiments in reader The Storytelling Animal finally reveals how stories shape us."This is a quite wonderful book. Did you know that the The Storytelling Animal is about the way explorers from the sciences and humanities are using new tools, new ways of thinking, to open up the vast terra incognita of Drawing on the latest research in neuroscience, psychology, and evolutionary biology, Gottschall tells us what it means to be a storytelling animal and explains how stories The Storytelling Animal finally reveals how stories shape us. He argues that The Storytelling Animal Jonathan Gottschall, A provocative scholar delivers the first book on the new science of storytelling: the latest thinking on why we tell stories and Storytelling has evolved, like other behaviors, to ensure our survival. Drawing on the latest research in neuroscience, psychology, and evolutionary biology, Gottschall tells us what it means to be a storytelling animal.