

Beau Lotto, a world-renowned neuroscientist, entrepreneur, and twotime TED speaker, shows us that understanding how we perceive the world will open up our ability to create and innovate. Lotto answers the millennia-old question of whether humans see reality or not. We dont. This fundamental revelation shows that everything we know is filtered by context and by each individuals past experiences. Through case studies, history, and cutting-edge science, DEVIATE shows us how understanding perception can allow us to change our brains, unshackle ourselves from the past, and unleash creativity, growth, and inspiration. Understanding the brain is every bit as challenging as understanding the cosmos, and Beau Lottos impact could ultimately be as important as Carl Sagans.-Dale Purves, Geller Professor of Neurobiology, Duke Institute for Brain Sciences

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