

Your Conscious Mind by New Scientist

"Your Conscious Mind" is a captivating exploration into one of science's greatest mysteries: human consciousness. The book covers a wide range of topics including the biology of the brain, the psychological underpinnings of consciousness, and the philosophical debates surrounding the concept. It delves into how consciousness develops, the different states of consciousness, and the impact of external stimuli on our conscious experience. The book also investigates complex phenomena such as the construction of the 'self', the unconscious mind, and the potential for artificial consciousness.

Why a Change Maker Should Read It:

- **Understanding Human Behaviour:** Gaining insights into how consciousness works can help change makers better understand human motivations and behaviours, which is essential for effective leadership and communication.
- **Innovation and Creativity:** Exploring the frontier of human consciousness can inspire new ways of thinking and innovative approaches to problem-solving.
- **Ethical Considerations:** As we advance in technology, particularly in AI, understanding consciousness is crucial in addressing ethical implications of artificial intelligence and other emerging technologies.

Reviews and Criticisms:

Positive: Many reviewers praise the book for its accessible writing style and comprehensive coverage of a complex topic. It's lauded for its ability to condense scientific research into understandable segments.

Criticisms: Some critics argue that the book occasionally oversimplifies some of the more complicated aspects of neuroscience and consciousness studies. Others felt that it could delve

deeper into the philosophical implications of the studies discussed.