A leading evolutionary psychologist probes the hidden motivations behind our working, shopping, and mating decisions. This compelling science of human nature has clarified the biologically rooted foundations of our behaviors, and revolutionized the way we view the world. Geoffrey Miller's latest book provides an entertaining and insightful look into the evolution of consumer behavior and the many factors that influence our purchasing decisions.

The book delves into a wide range of topics, from the biological roots of conspicuous consumption to the modern-day manifestations of consumerism. Miller explores the evolutionary psychology behind our spending habits, the role of status symbols in our lives, and the ways in which consumer behavior has changed over time.

Miller argues that consumerism is not just a modern invention, but rather a fundamental aspect of human evolution. He explains how the evolution of status symbols and competition for resources has driven the development of consumer culture, and how these same forces continue to shape our modern-day consumer behavior.

The book is filled with interesting and thought-provoking insights, such as the idea that some people are naturally more inclined towards conspicuous consumption than others. Miller suggests that this is partly due to gene expression differences in the reward pathways of the brain.

Overall, this book offers a fascinating look into the roots of consumerism and how it has shaped our modern society. It is highly recommended for anyone interested in the intersection of evolutionary psychology and consumer behavior.