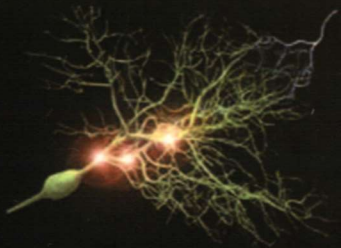


LIARS,  
and **Lovers,**  
**HEROES**

What the **NEW**  
Brain Science Reveals  
About How We Become  
Who We Are



STEVEN R. QUARTZ, PH.D., AND  
TERRENCE J. SEJNOWSKI, PH.D.

liars, lovers,  
and heroes



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# liars, lovers, and heroes

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ABOUT HOW WE BECOME WHO WE ARE

Steven R. Quartz, Ph.D.,  
and Terrence J. Sejnowski, Ph.D.



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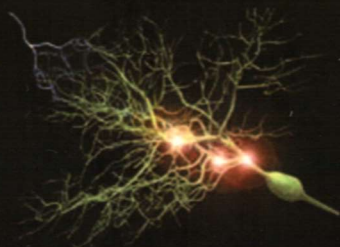
*For Francis, whose scientific pursuit of big  
questions has inspired us and whose generous  
advice has helped guide us*

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# WHAT MAKES US LIARS, LOVERS, AND HEROES? DISCOVER WHAT SCIENCE NOW KNOWS THAT HELPS US UNDERSTAND:

- **What successful executives, courageous fighter pilots, and high-rolling gamblers share:**  
How the thrill we get from performing under pressure is one key to our survival—and sometimes a path to self-destruction
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How our passion for ideas and our ability to work together in groups give rise to the best and worst in human thinking and behavior
- **Why eyes rove, diets fail, and money burns holes in our pockets:**  
How the “wired-in” love of novelty that helps us thrive in unpredictable situations causes even rewarding pursuits and people to lose their appeal over time



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