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3. Human evolution is designed not just to ensure survival and reproduction but to achieve several very different goals. Further, unlike the standard rational consumer economics model, humans do not seek just to feel good or to “maximize benefits.” Decisions alter based on what cognitive subself is dominate at the moment of decisoin.

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The authors focus on the “‘animal’ within the so-called rational animal”(2013, p. xii), or the ancestral decision-maker that lives inside the modern man. Kenrick and Griskevicius propose that decision making comes from ‘deep-rationality’, which is based on the successes and failures of ancestral decision making.

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