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English summary: Why do we place warnings like 'smoking can kill' on cigarette packs? Because we do not trust the individual to make decisions that suit the general public. We cannot answer the question: what am I meant to do? without consulting a self-help book on motivation. A complex set of rules, laws and moral values should hinder the individual from making wrong decisions. This is a process fraught with danger. Different from the ethical stance on common sense are ethical decisions subject to a system of economy. Economy is here defined as organisation of our needs. Our brain tries to keep things simple and to use resources sustainably. Therefore, our brain is committed to an economy of thought. The authors of this book discuss how much our images of economy, ethics, morals and decisions change if the latest findings in brain research are considered. German text. German description: Warum schreiben Menschen auf Zigarettenpackungen die Warnung, dass Rauchen todlich sein kann? Weil wir es dem Einzelnen nicht zutrauen, immer diejenige Entscheidung zu treffen, die die Allgemeinheit für die richtige hält. Für eine Antwort auf die Frage Was soll ich tun? benötigt der Mensch Motivationshilfen. Sie werden durch ein kompliziertes Regelwerk von Gesetzen und moralischen Vorgaben gesteuert, um den Einzelnen vor falschen Entscheidungen zu bewahren. Diese Gefahr wird offensichtlich als gross eingestuft. Anders als es eine vernunftgeprägte Ethik nahe legt, fügen sich selbst ethische Entscheidungen vollständig in ein System der Ökonomie ein. Ökonomie ist hierbei als die Organisation unserer Lebensbedürfnisse zu verstehen: Unser Gehirn versucht nach Möglichkeit alles zu vereinfachen und schonend mit seinen Ressourcen umzugehen. Dadurch ist es einer Denkkökonomie verpflichtet. Die Autoren des Buches erörtern die Frage, wie sich unser Bild von Ökonomie, Ethik, Moral und Entscheidung verändert, wenn wir die Ergebnisse der neueren Hirnforschung ernst nehmen.

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Robert Hawkins:

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