



Applied Evolutionary Psychology

S. Craig Roberts

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Human behaviour is marvellous in its complexity, variability and unpredictability. Understanding it, however, is not solely the role of psychologists: everyone has a vested interest in it, from individuals to organisations and industry. Recently, biologists and psychologists have had considerable success incorporating insights from evolutionary theory to help them understand some fundamental psychological issues, in a discipline now known as evolutionary psychology. However, to date, these useful insights have not been widely applied to tackle specific practical problems or issues in society.

This innovative new book kick-starts this process. It provides a foundation for an incipient focus on applications of evolutionary research. It draws together a collection of renowned academics from a disparate set of fields, whose common interest lies in using evolutionary thinking to inform their research. Topics range from reviews of evolutionary perspectives on adult and family relationships, insights into business, economics and marketing, health and interactions with technology and the media, through to major global and societal issues such as promoting green behaviour, cooperation, and public health, and tackling crime, terrorism, and prejudice.

No other book has focused as specifically and with such broad scope on the applications of modern evolutionary psychology. While the rapidly growing number of books on evolutionary psychology succeed in describing current theoretical thinking, illustrated and supported by empirical studies, this book uses this established basis as a backdrop and starting point for a more focused exploration of practical application. This groundbreaking book will be valuable for students and researchers in evolutionary and applied psychology, as well as biology and anthropology.

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