



Sleights of Mind: What the Neuroscience of Magic Reveals about Our Everyday Deceptions

Stephen L. Macknik, Susana Martinez-Conde, Sandra Blakeslee

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Stephen Macknik and Susana Martinez-Conde, the founders of the exciting new discipline of neuromagic, have convinced some of the world's greatest magicians to allow scientists to study their techniques for tricking the brain. The implications of neuromagic go beyond illuminating our behavior; early research points to new approaches for everything from the diagnosis of autism to marketing techniques and education. Fun and accessible, *Sleights of Mind* is "a tour through consciousness, attention, and deception via the marriage of professional magic and cognitive neuroscience" (Vanessa Schipani, *The Scientist*).

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