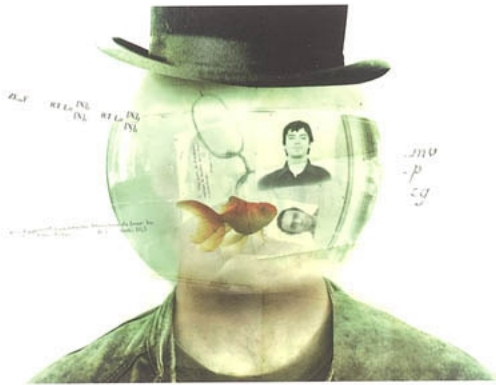


Susan Blackmore

La théorie des mèmes

Pourquoi nous nous imitons les uns les autres



Avant-propos de Richard Dawkins

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We are infectious mimesis machines!

What distinguishes humans from animals? Language? Reason? Consciousness? Creativity? What if these were all illusory? What if the one thing that makes humans special is our incredible capacity for mimicking our peers? While genes use human bodies in their struggle for the supremacy of certain physical characteristics, memes colonize our brains, dictating behavior, habits, and beliefs. But if altruism, faith, language, and love all come from the outside, what is left to call a Self? A cult book that took the entire international scientific world by storm.
