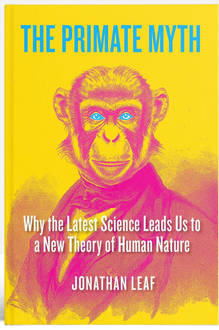
Recommended by Wim van Melick, Ogilvy Amsterdam





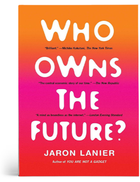
The Primate Myth

'Are humans really like apes?'

A revolutionary look at how humans are far less like other primates (chimpanzees, gorillas, and orangutans) than we've been led to believe. What sets humans truly apart? Humans rank first among all species. Humans have a truer predictor of intelligence. Our brains are wired for sociability, not solitude, binding language and social understanding into one system. Much of human behavior is the behavior of a herd. No further argument is needed. Follow the herd. Voltaire captured this as: *"What do all wise men ridicule and obey? Fashion!"*

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Who Owns the Future

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