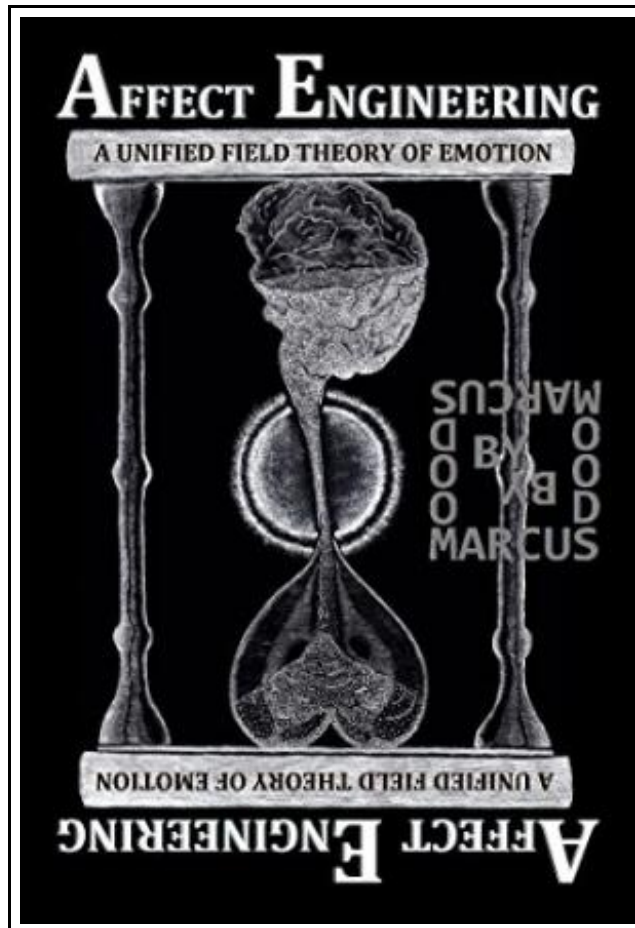


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Reviews

It is one of the best publications. It really is really intriguing through reading through period of time. You will not feel monotony at anytime of your own time (that's what catalogs are for relating to in the event you request me).

(Dr. Pat Hegmann)

AFFECT ENGINEERING: A UNIFIED FIELD THEORY OF EMOTION (HARDBACK)

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Squared by Woods Books, United States, 2014. Hardback. Book Condition: New. Marcus Caesar Woods (illustrator). 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.What is Affect Engineering? Is it a no-nonsense approach to modeling emotions that utilizes the universal language of math to simulate them? Is it a smart and sophisticated system for organizing one of the most complex and controversial topics in the social sciences? Is it survival guide for the stoic trapped in a melodramatic world? Is it a must have for understanding that phlegmatic friend nearly everyone has, or oneself if otherwise? Is it all of these things and more? Marcus Woods is the author of Affect Engineering: A Unified Field Theory of Emotion. Armed with little more than a pencil, a calculator, and a few dictionaries, he takes on the herculean task of building a grand theory of emotion. He makes use of logic, calculus, cognitive psychology, biology, physics, whimsically drawn black and white comic strips, and a whole lot of imaginary numbers in order to model something that everyone seems to have but no one knows how to describe. Marcus is a pioneer in unconventional thinking. His interests include math, drawing, creative writing, epic poetry, chess, tennis, the making of fabulous paper airplanes, and veganism. He is a former professional ballroom and Latin dance instructor and competitor; he is currently a substitute teacher for all grade levels and is honing his ability to make complex subject matter accessible. Marcus is a jack of all trades, master of many.

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