

Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change

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REVIEWS

The most important book published on climate change in the past few years

George Monbiot, The Guardian

Much lauded....hailed by climate change communicators as essential reading.

Wendy Harmer, Sydney Morning Herald

Intelligent and genial **Washington Post**

A wonderfully clear-eyed new book.

Elizabeth Renzetti- Toronto Globe and Mail

George Marshall is one of the most interesting, challenging and original thinkers on the psychology of our collective climate denial. Naomi Klein, author of This Changes Everything

A much needed kick in the pants for policymakers, grassroots environmentalists, and the public.

Booklist

Intriguing- **London Review of Books**

Illuminating and important- **James Hansen, former director of NASA Goddard Institute for Space Studies**

A fantastic introduction to the social and psychological science. **David Roberts, Grist**

Let's get to work. Please read this book, and think about it. **Bill Nye**

Expansive and engaging, **Stanford Social Innovation Review**

Absorbing, all-embracing, immensely readable
Climate News Network

Enlightening. **Publishers Weekly**

More reviews at:

www.climateconviction.org/reviews.html

A witty, insightful, and groundbreaking take on one of the most urgent questions of our time: Why, despite overwhelming scientific evidence, do we still ignore climate change?

George Marshall's search for the answers brings him face to face with Nobel Prize-winning psychologists and the activists of the Texas Tea Party; the world's leading climate scientists and the people who denounce them; liberal environmentalists and conservative evangelicals.

Along the way his research raised other intriguing questions:

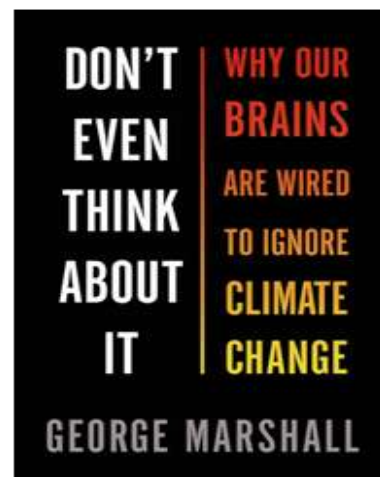
- How will extreme weather events affect our attitude to climate change, and could they make us less concerned?
- Why have scientists, normally the most trusted professionals in our society, become distrusted, hated, and the targets for violent abuse?
- Why do the people who say climate change is too uncertain become more agitated about the threats of cell phones, meteorite strikes or alien invasion?
- Why does having children make people less concerned about climate change not more?

What he discovered is that our values, assumptions, and prejudices can take on lives of their own, gaining authority as they are shared, dividing people in their wake.

With engaging stories and drawing on years of his own research, Marshall argues that the answers do not lie in the things that make us different and drive us apart, but rather in what we all share: how our human brains are wired, our evolutionary origins, our perceptions of threats, our cognitive blindspots, our love of storytelling, our fear of death, and our deepest instincts to defend our family and tribe.

In the end, *Don't Even Think About It* is about both climate change and the qualities that make us human and how we can grow as we deal with the greatest challenge we have ever faced.

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Over the past 25 years George Marshall has worked at all levels of the environmental movement, including many years in the US as a senior campaigner for Greenpeace US and the Rainforest Foundation. Working through the Oxford based [Climate Outreach and Information Network](http://ClimateOutreachandInformationNetwork.org), the charity he founded in 2004, he has become one of the leading European experts in climate change communications. He is a lead advisor to the Welsh Government and has led academic, government and campaign trainings around the world.

You can see George talking about his book on Youtube – on the [trailer](#) and in a [presentation](#) in Oxford

