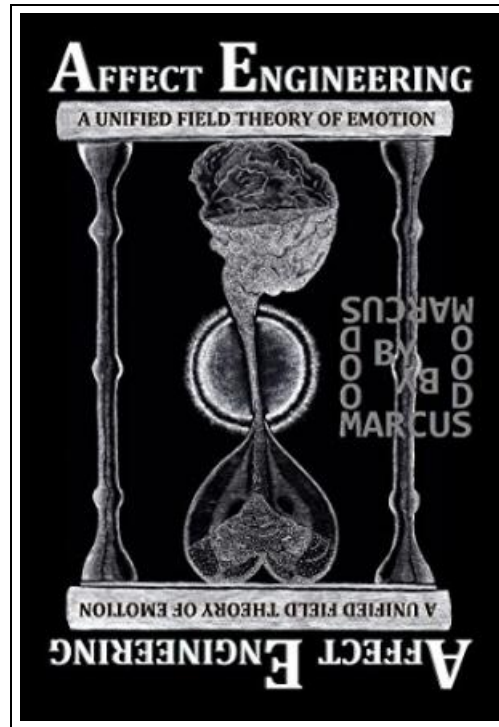# Affect Engineering: A Unified Field Theory of Emotion (Hardback)

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Reviews

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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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