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| John Hunt Publishing - **Iff Books** - announces the new title | | |
| **Idea of the World, The** A multi-disciplinary argument for the mental nature of reality  Bernardo Kastrup  The Idea of the World offers a grounded alternative to the frenzy of unrestrained abstractions and unexamined assumptions in philosophy and science today. This book examines what can be learned about the nature of reality based on conceptual parsimony, straightforward logic and empirical evidence from fields as diverse as physics and neuroscience. It compiles an overarching case for idealism - the notion that reality is essentially mental - from ten original articles the author has previously published in leading academic journals. The case begins with an exposition of the logical fallacies of the reigning physicalist ontology and its popular alternatives, such as bottom-up panpsychism. It then advances a compelling formulation of idealism that elegantly makes sense of - and reconciles - classical and quantum worlds. The main objections to idealism are systematically refuted and empirical evidence is reviewed that corroborates the formulation presented here. The book closes with an analysis of the hidden psychological motivations behind mainstream physicalism and the implications of idealism for the way we relate to the world.  **Author Bio** Bernardo Kastrup has a Ph.D. in computer engineering and has been a scientist in some of the world's foremost scientific laboratories. He researches and writes about metaphysics and philosophy of mind. He currently lives in Veldhoven, Netherlands. Online: [Facebook](http://www.facebook.com/BernardoKastrup), [Author Website](http://www.bernardokastrup.com), [Blog](http://www.bernardokastrup.com), [Twitter](http://www.twitter.com/#!/@BernardoKastrup)  **Previous Titles** Brief Peeks Beyond (9781785350184), 2015, Iff Books. Why Materialism Is Baloney (9781782793625), 2014, Iff Books.  **Endorsements** *It is hard to find a book that would not just repeat works already published but instead build on them and present a coherent whole. The Idea of the World does this marvellously. By articulating his ontology precisely, Bernardo builds a formidable castle of potent ideas.* ***Menas C. Kafatos***  **Promotional Plans** Articles in magazines including Scientific American. Source key pre-publication endorsements from several Nobel Prize laureates to whom author is connected. Post ideas from the book in online discussion groups. Events such as NYU Idealism Workshop held in Shanghai, China.  **USP** The first truly multi-disciplinary investigation of the nature of reality, encompassing fields as varied as ontology, quantum physics, biology, neuroscience and psychology.  **Competing Books** Mind and Cosmos 9780199919758, by Thomas Nagel Oxford University Press USA, 2012  **Categories** PHILOSOPHY (General)(PHI013000) -> Metaphysics(PHI013000) SCIENCE (General)(SCI057000) -> Physics (General)(SCI057000) -> Quantum Theory(SCI057000) PSYCHOLOGY (General)(PSY008000) -> Cognitive Psychology & Cognition(PSY008000) |  | **Publication Date** March 2019  **Paperback** ISBN: 978-1-78535-739-8 $22.95  |  £14.99 8.5x5.5 inches | 216x140 mm 312PP  **e-book** ISBN: 978-1-78535-740-4 $17.99  |  £11.99  **Library of Congress** 2017960354 |
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