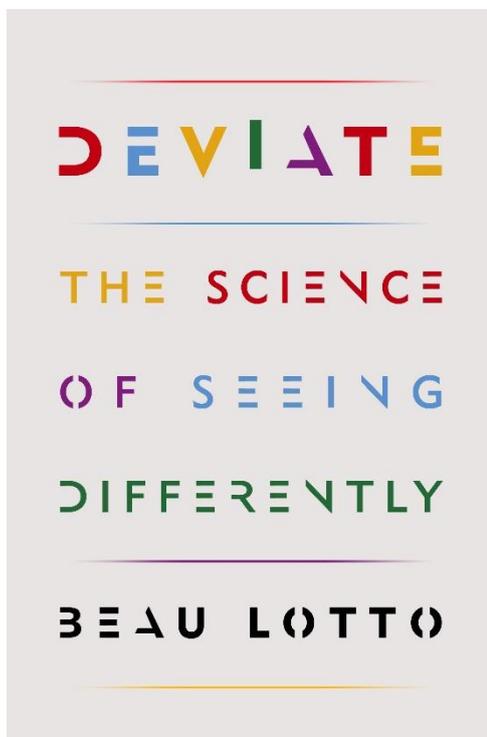


# Deviate: The Science of Seeing Differently Beau Lotto

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**World-renowned neuroscientist Beau Lotto reveals the startling truths at the heart of human perception, and devises a cognitive toolkit for how to succeed in a world of uncertainty.**



Perception is the foundation of human experience, but few of us understand how our own perception works. By revealing the startling truths about the brain and perception, Beau Lotto shows that the next big innovation is not a new technology: it is a new way of seeing.

In his first major book, Beau Lotto draws on over a decade of pioneering research to show how our brains play tricks on us. With an innovative combination of case studies and optical – and perception – illusion exercises, *Deviate* will revolutionise the way you see the world.

With this new understanding of how the brain works and its perceptive trickery, we can apply these insights to every aspect of life and work. *Deviate* is not just an engaging look into the neuroscience of thought, behaviour and creativity: it is a call to action, enlisting readers in their own journey of self-discovery.

**Beau Lotto** is a professor of neuroscience, previously at University College London and now at Goldsmiths, University of London, and a Visiting Scholar at New York University specialising in the biology, philosophy and psychology of perception. He has conducted and presented research on human perception and behaviour for more than 25 years, and his interest in education, business and the arts has led him into entrepreneurship and engaging the public with science. In 2001, Beau founded the Lab of Misfits, which was resident for two years at London's Science Museum and most recently at Viacom in New York. Lottolab's experimental studio approach aims to deepen our understanding of human perception, advance personal and social well-being through research that places the public at the centre of the process of discovery, and create unique programmes of engagement that span the boundaries between people, disciplines and institutions. Originally from Seattle, with degrees from UC Berkeley and Edinburgh Medical School, he has been resident in Britain for more than 20 years and now lives in Oxford.

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