



Cultiva tu memesfera. Somos lo que nos rodea (Spanish Edition)

Sergio Parra

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Memes: partículas invisibles que las personas desprenden y que, como agentes víricos, nos colonizan el cerebro. Son virus mentales, genes culturales. El término fue acuñado por el científico británico Richard Dawkins.

Dime con quién andas y te diré quién eres. Ahora la ciencia no sólo ha confirmado esta creencia popular, sino que nos descubre que el entorno determina hasta límites insospechados nuestra vida. Parte de lo que eres responde en gran medida a cómo es la gente que está a tu alrededor. En un grupo cualquiera de individuos, compuesto por miembros distintos, la suma del cociente de inteligencia del grupo será inferior a la media matemática de sus componentes. Así, la inteligencia baja y primitiva parece ejercer una succión subliminal que anula la inteligencia más elaborada. La memesfera está formada también por personas a las que nunca has visto pero que interaccionan con tus amigos; o personas que han liberado sus memes que, como semillas, han volado hasta tu cerebro y allí han germinado.

Este libro no habla de árboles altos, habla de bosques. No habla de ti como persona individual, sino del tupido bosque de gente que crece a tu alrededor. No se fija en lo que eres, sino en lo que los demás te empujan a ser. Cultiva tu memesfera es un libro de autoayuda muy sui géneris que no focaliza sus esfuerzos en tu persona sino en las que te rodean, porque así producirás un cambio más importante que dirigiendo los esfuerzos hacia ti mismo. Con un estilo cercano y asequible, constituye una inmersión en las últimas investigaciones en neurociencias, psicología y memética, así como un manual sobre los aspectos esenciales que acaban configurando nuestros hábitos, salud, ideología, modo de vestir e incluso nuestra esperanza de vida o grado de felicidad. El primer paso para solucionar, mejorar o cambiar de alguna forma profunda tu vida, porque ¿no es el diagnóstico el paso más importante para empezar a tratar una enfermedad?

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